



IABC/Toronto

Advertising Package



International Association  
of Business Communicators  
Toronto

## THE POWER AND INFLUENCE OF IABC/TORONTO

*The International Association of Business Communicators (IABC) is the premier global network for professionals engaged in strategic organizational communication. Founded in 1970, IABC comprises more than 9,000 business communication professionals in more than 73 countries and over 114 regions and chapters worldwide.*

As the largest Canadian chapter of IABC and the only chapter in the world with more than 1,000 members, IABC/Toronto offers a range of programs and services that serve the diverse needs of business communicators Greater Toronto Area (GTA)-wide.

IABC/Toronto members are influencers and instrumental decisions makers, leading public and media relations, corporate communications, employee communications, public affairs, investor relations, marketing communications, graphic design, website development, social media services, and more.

Toronto's communication professionals are an integral part of the fabric of the GTA's economy. Our members lead and execute strategic internal and external communication plans for the largest public and private corporations, small businesses and non-profit organizations in the health care, financial services, government, education, consumer products and technology.



**9,000+**  
members worldwide



**73+**  
countries



**114+**  
regions and chapters



**1,000+**  
members in Toronto

## WHY PARTNER WITH IABC/TORONTO

### **Awareness, recognition and exposure.**

The Toronto chapter of IABC provides a unique opportunity to increase your organization's visibility and brand awareness among an influential group of business leaders. As an IABC/Toronto sponsor, you are showcasing your leadership position, community support and commitment to the field of communications excellence. In return, you will enjoy the most generous package of marketing benefits available in the industry. This package includes building brand awareness, increasing revenue by generating sales leads, driving traffic to your home page, and more.

### **A recognition package tailored to meet your needs.**

Each opportunity provides a comprehensive marketing package designed to maximize your organization's visibility, provide opportunities for you to connect with potential customers and expand your client base.

### **Become part of the IABC/Toronto community.**

By gaining access to more than 1,000 members, you will set yourself apart from your competition by showcasing your company to this diverse audience of business professionals and decision makers.



## IABC/TORONTO ADVERTISING RATES

*Connect with GTA-based communications, public relations and marketing professionals through online advertising options.*



**1,000+**  
LinkedIn followers



**10,000+**  
Twitter followers

Have questions? Contact:

[toronto-info@iabc.to](mailto:toronto-info@iabc.to)

### KEY INFLUENCER/DECISION MAKERS

- 57% Public relations and media relations
- 55% Marketing and communications
- 46% Design/graphic design firms
- 45% Event planning/hospitality
- 44% Printing
- 43% Photography
- 39% Web design and hosting firms
- 36% Social media agencies/consultants
- 30% Advertising and media buying
- 29% Audio visual services

### QUICK FACTS (EFFECTIVE DECEMBER 2018)

- More than 1,050 members (largest chapter in the world)
- More than 2,600 website visits monthly
- More than 6,600 web page views monthly
- More than 1,100 CareerLine section visits monthly
- More than 4,100 e-Lert subscribers
- More than 10,000 Twitter followers
- More than 1,000 LinkedIn followers
- More than 1,000 Facebook followers with more than 1,000 page likes

## IABC/TORONTO ADVERTISING RATES – E-LERT

*IABC/Toronto sends an email newsletter every two weeks to more than 4,100 chapter members and non-member subscribers.*

*The e-Lert is a service used to inform members and the public of IABC/Toronto news items, events and special information. Once sent, the e-Lert is posted to IABC/Toronto's website for continued viewing by the public and members.*



**4,100+**  
e-Lert subscribers

### PUBLISHING FACTS AND REQUIREMENTS

- Sent bi-weekly on Tuesday mornings
- Submission deadline is the preceding Thursday at noon
- Must not conflict with IABC/Toronto offerings
- If an event or service is being promoted, write-up must offer a minimum 10% discount to IABC/Toronto members
- Hyperlinks can be included in *e-Lert* promotion to encourage traffic to advertiser site
- 10% discount for booking three or more *e-Lerts* at one time

### SUBMISSION DEADLINE

- Thursday at noon for publication the following Tuesday morning

RATES	WORD COUNT	LOGO	WHAT'S INCLUDED
\$195	150	No	<ul style="list-style-type: none"><li>• 5-7 word headline (included in the table of contents towards the top of the email)</li><li>• Up to 150 word write-up</li></ul>
\$495	500	Yes	<ul style="list-style-type: none"><li>• 5-7 word headline (included in the table of contents towards the top of the email)</li><li>• Up to 500 word write-up</li><li>• Advertisement logo/graphic included</li></ul>

## IABC/TORONTO ADVERTISING RATES – WEB BANNER

*Displayed across the top of all IABC/Toronto web pages, the online banner rotates every time a web page is visited. Every month, IABC/Toronto's website receives more than 2,600 visits and 6,600 web page views. Exposure will depend on the number of banner ads currently being displayed.*

### PUBLISHING FACTS AND REQUIREMENTS

- Size (in pixels): 300 w x 400 h
- Format: JPG, JPEG, PNG, ICO or GIF (must be a .gif to be animated, we accept looping .gif advertisements)
- Resolution: 150 dpi
- Up to 15 frames/second
- Up to 6MB file size
- URL for ad
- 10% discount for booking four or more consecutive months



**6,600+**  
web page views  
monthly

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DURATION	RATE
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One month	\$120
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## IABC/TORONTO ADVERTISING RATES – CAREERLINE

CareerLine is an online job listing service exclusively targeted to IABC/Toronto members. It includes a direct e-Job notification service to subscribers. CareerLine receives more than 1,100 visits every month and is a cost-effective way to reach dedicated IABC/Toronto members at all career levels.

Job listings are also tweeted to IABC/Toronto's followers to increase interest in the job positions listed.

### PUBLISHING FACTS

- Exclusive listing to more than 1,000 chapter members
- Postings categorized by experience: senior, intermediate, or junior, freelance, or internship

### PUBLISHING REQUIREMENTS

- Easy to use online form at [toronto.iabc.com/post-careerline-job](https://toronto.iabc.com/post-careerline-job)
- Please advise the IABC/Toronto office if you are HST exempt



**1,100+**  
*CareerLine* section  
visits monthly

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### DURATION & POSTING

### RATE

Single job posting for 45 days or until the job expiry has passed, whichever comes first

\$230

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Request for proposal (RFP)

\$230

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Freelance

\$100

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Internship posting

\$30

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## IABC/TORONTO ADVERTISING RATES – COMMUNICATOR ADVERTISING



*Published quarterly, Communicator online magazine reaches more than 1,000 GTA chapter members and more than 3,000 GTA non-members. Articles in each issue are centred around a relevant theme. Advertising in Communicator is a great way to promote your product or service to dedicated readers.*

### PUBLISHING FACTS AND REQUIREMENTS

- Size (in pixels): 300 w x 400 h
- Format: JPG, JPEG, PNG, ICO or GIF (must be a .gif to be animated, we accept looping .gif advertisements)
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