



The Chamber of Commerce  
of Metropolitan Montreal

# MEDIA KIT

2024-2025 SEASON





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**POSITION YOUR COMPANY  
AMONG THE MOST INFLUENTIAL  
BUSINESS LEADERS,  
ENTREPRENEURS, AND  
DECISION-MAKERS IN  
THE GREATER MONTRÉAL  
REGION.**



# **THE CHAMBER, THE MEDIA OF CHOICE FOR REACHING INFLUENTIAL BUSINESSPEOPLE AND ENTREPRENEURS.**

# MISSION

The Chamber of Commerce of Metropolitan Montreal acts as the voice of Montréal's business community and works to promote the prosperity of the city and its businesses.



**50%**  
SENIOR MANAGEMENT



**8 000**  
MEMBERS



**58 000**  
BUSINESS CONTACTS



# 1. WEB ADVERTISING

VISIONNAIRES TECHNO Bell

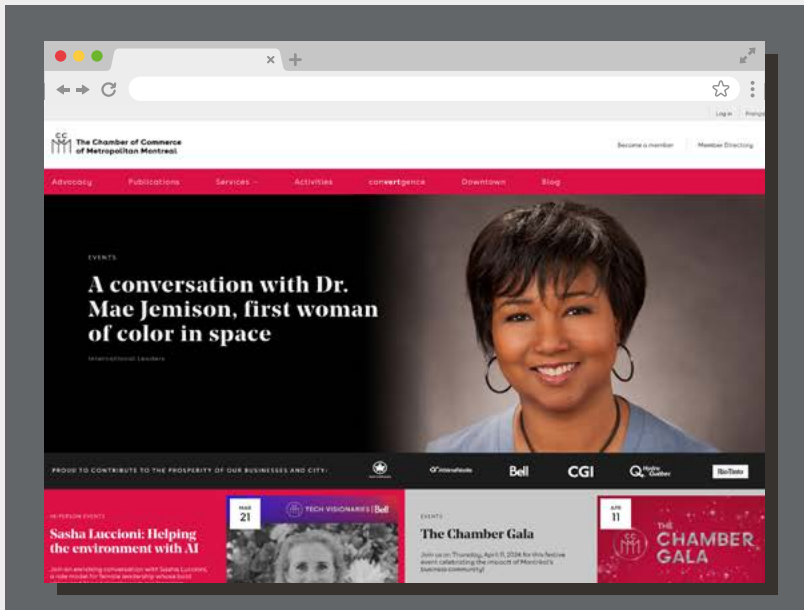
## MAÎTRISER LE POTENTIEL DU MÉTAVERS



**BERTRAND NEPVEU**  
Associé cofondateur  
Triptyq Capital

The image shows a stage presentation. A large screen displays the title 'MAÎTRISER LE POTENTIEL DU MÉTAVERS' and a portrait of Bertrand Nepveu, an associate co-founder of Triptyq Capital. On the stage, a woman in a blue top and white skirt is seated and talking to Bertrand Nepveu, who is also seated and holding a microphone. The audience is visible in the foreground, and the stage is lit with blue and purple lights. A 'SORTIE' sign is visible on the wall behind the stage.

# 1.1 CHAMBER WEBSITE



VISITORS/YEAR

**839 000\***

PAGE VIEWS/YEAR

**1 050 000\***

*\*Statistics for users browsing on a desktop computer*



Average time spent  
on the site more than to

**2 MIN**

**46%**

of visitors are  
between 25 and  
44 years of age

**65%**

of visitors are  
from Greater  
Montréal



**51%**



**49%**

Ads are delivered on the desktop version only (85% of sessions).  
Mettre le texte en blanc

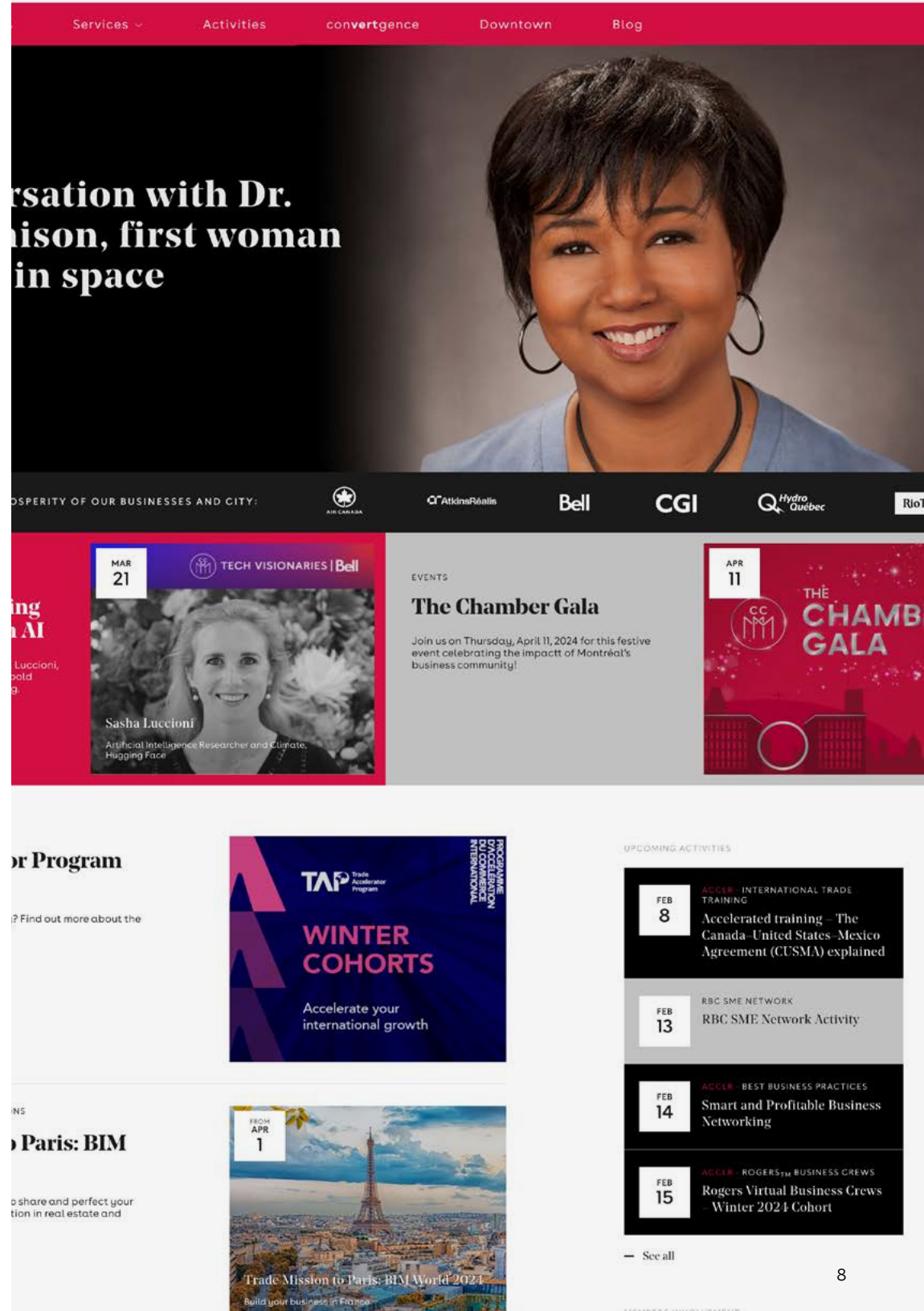
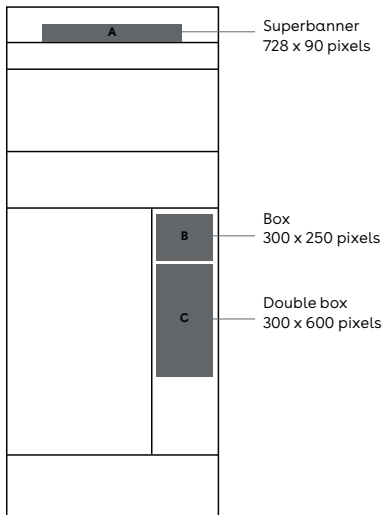


# CCMM.CA/EN/

The Chamber's website has various sections covering the city's major business issues. It also promotes a broad array of activities and events.

The Services section provides information on Acclr services offered to businesses. It provides content, activities and training to help entrepreneurs accelerate the creation and growth of their business.

From  
**\$90/CPM**  
 See the rate card for more information - page 18





## EACH MAILING ALLOWS YOU TO REACH

**48 000**

mainly Francophone subscribers

**8 500**

impressions an average per mailing

From

**\$2,235/ mailing**

See the rate card for more information - page 18

**89%**

FRANCOPHONES

**11%**

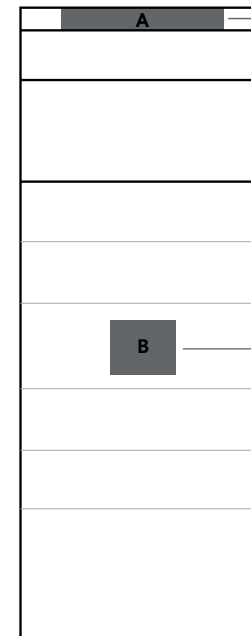
ANGLOPHONES



**62%**



**38%**



**Super banner**  
600 x 90 pixels

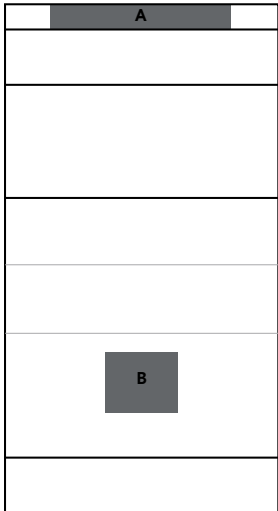
**on desktop**  
300 x 50 pixels

**Box**  
300 x 250 pixels

# CCMM Weekly

Every Tuesday, this newsletter provides insights into key business issues through blog posts and features a list of the Chamber's activities for the next four weeks. A dedicated section on business services highlights upcoming activities and offers content designed to help entrepreneurs start and grow their businesses.

From  
**\$2,235/ mailing**  
 See the rate card for more information - page 21



mediakit@ccmm.ca

The screenshot shows the layout of the CCMM Weekly newsletter. It includes sections for 'Upcoming activities' with event details, 'Voice of the Chamber' featuring social media posts in French, 'Press Releases' for January 23, 2024, and 'Business Services' with a list of service providers.

This large image is a collage of various newsletter content elements, including event announcements, photos of speakers, and text snippets, illustrating the range of content available in the newsletter.

**Available Formats**

A. Super banner  
 (600 x 90 pixels)

B. Box  
 (300 x 250 pixels)





# 2. CONTENT MARKETING

## 2.1

# MARKETING DE CONTENU

Showcase your expertise through our content marketing offer. Raise your profile in the business community by publishing a blog article relating to your company.

- Article hosted on the blog, available on both Chamber sites (ccmm.ca and acclr.ca)
- A line stating “The expertise of [your company name]” appears before the content
- Author’s name visible
- Clickable logo linked to your website in the blog article
- Option to include multimedia files (images, graphics, video, audio, etc.) in the blog article
- Distribution plan included

### **All content must comply with the editorial policy for the Chamber’s blog.**

Submitted content cannot be promotional in nature; all written content must be original\*.

## SPECIFICATIONS

**Image :** 160 x 771 pixels

**Title :** 85 characters (with spaces)

**Descriptive summary:**

155 characters (with spaces)

**Text\* :** 300 to 1,000 words

(French and English)

**Your logo:** in black on a white background; .ai format

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\*A template will be provided to ensure your article’s impact.

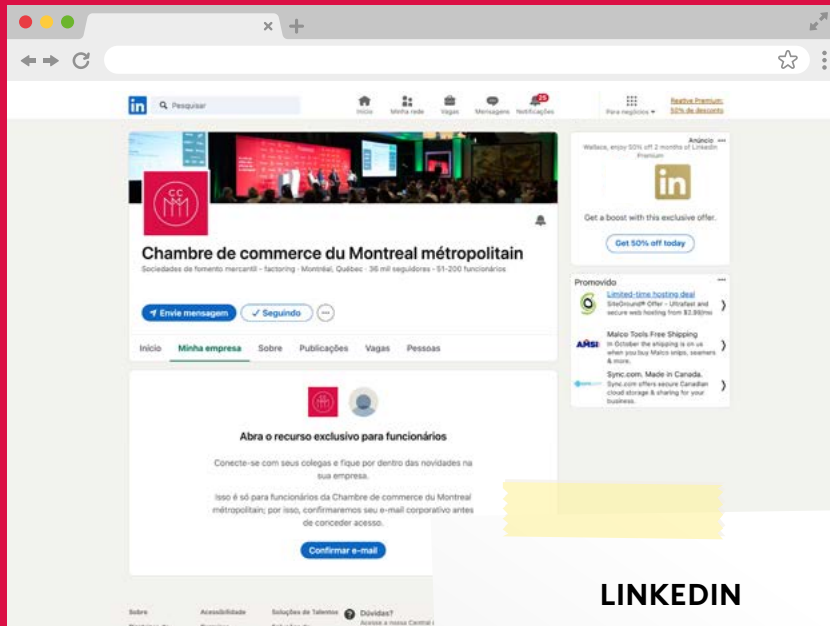
\*This content will be hosted exclusively on the Chamber website with no possibility of it appearing elsewhere due to SEO rules. However, relaying content from your site is recommended.



## 2.2

# SPONSORED CONTENT DISTRIBUTION PLAN\*

## SOCIAL MEDIA



LINKEDIN

**+ 40 000**  
followers

Acclr publication  
sponsored\*  
Publication report  
on CCMM accounts



FACEBOOK

**+ 28 000**  
followers

# 2.3 YOUR BLOG POST

The expertise of [your company name]

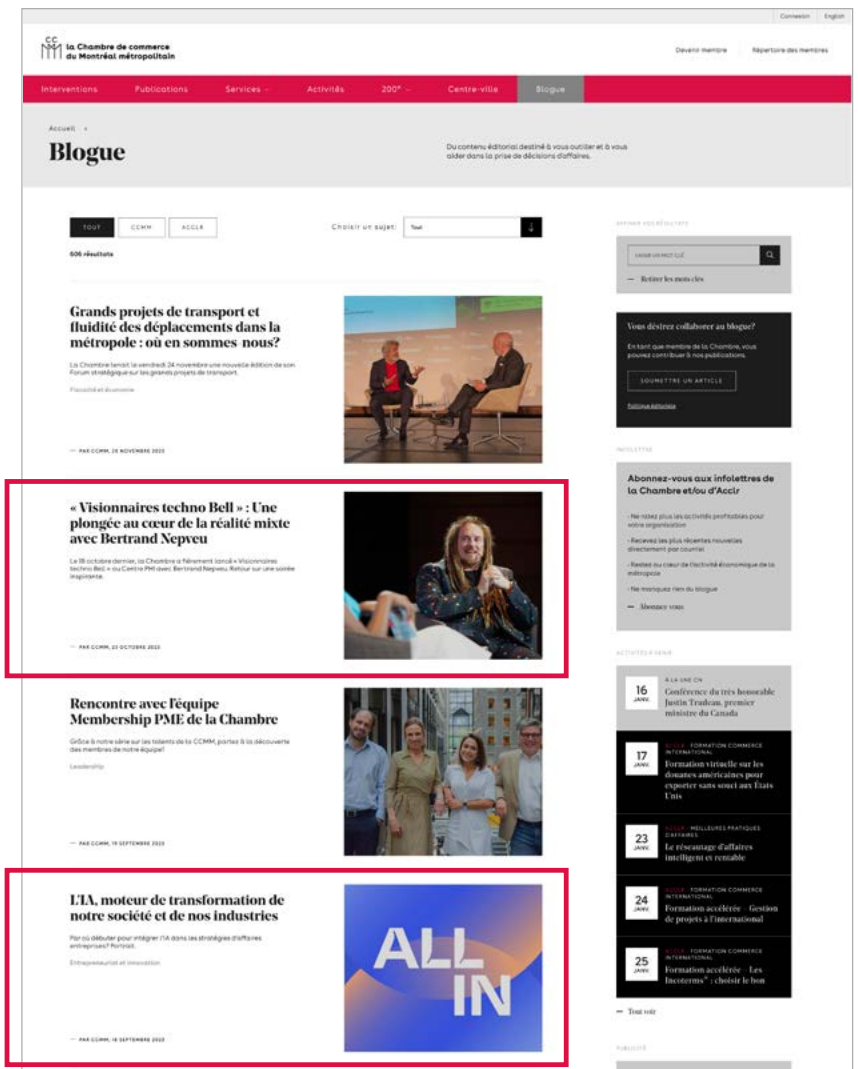
In addition to being published on our website, your blog post can be sponsored via our social networks

Publication in the CCMM Weekly

+ 37 000 subscribers

Not in a position to write your own content?

Choose our turnkey service. We will submit an article to you for review before publishing it..







# 3. MEMBER PROFILE

# 3.1 MEMBER PROFILE

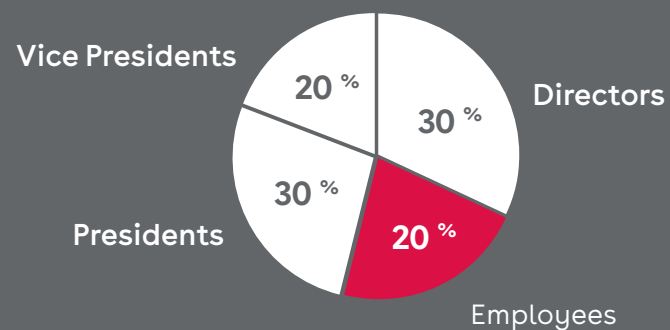
 **90%**  
Francophones

 **10%**  
Anglophones

**89%**

of members are from the  
Montreal area

**78%** OF MEMBERS ARE  
DECISION-MAKERS



**55%**

of members  
are SMEs



**45%**

members are  
large companies





A man in a tan shirt is sitting at a laptop in a dimly lit room. He has his hand to his chin, looking thoughtful. A coffee cup is on the table in front of him. The background is blurred with bokeh lights.

# 4. RATE CARD

# 4.1

# RATE CARD

Placement Type	Format (W x H in pixels)	CPM Gross rate or per mailing
CCMM Website		<b>CCMM et Acclr</b>
<b>Advertising</b> <a href="http://ccmm.ca">ccmm.ca</a>	Super banner: 728 x 90	\$95/CPM
	Double box: 300 x 600	\$100/CPM
	box: 300 x 250	\$90/CPM
<b>Emails</b> CCMM Weekly	Super banner: 600 x 90	\$2,750/per mailing
	Box: 300 x 250	\$2,235/per mailing
<b>Content Marketing</b>	Content provided by the advertiser, meeting all requirements	<b>From \$2,800</b> <i>Sponsored publication valued at \$100 included</i>
	Turnkey content produced by the Chamber's team for the advertiser	<b>From \$4,500</b> <i>Sponsored publication valued at \$100 included</i>
	Turnkey content produced by the Chamber's team for the advertise Publibox	<b>From \$5,700</b> <i>Sponsored publication valued at \$100 included CPM</i>

# 4.2 DISCOUNT

For members of the Chamber

**Volume discount:  
10% to 30% off**

Contact your advisor  
for more details :

[mediakit@ccmm.ca](mailto:mediakit@ccmm.ca)







5.

**PROCEDURES**

**AND**

**CONDITIONS**



# PROCEDURES AND CONDITIONS



## Client delivered material

### Web advertising and emails:

Maximum size: 40 ko

#### Accepted formats:

- Images: .JPG
- Animation: Flash, .GIF (for website only)

#### Animation (available for website only)

- Full frame rate: 24 FPS
- Maximum duration: 15 seconds, including loops (maximum 3 loops)

#### Other specifications:

- 1-pixel black stroke (included in the standard format)
- Two versions of each insert must be submitted (English and French)
- Include a redirect link for each version (English and French)

**Delivery:** Final material must be received five (5) business days before the publication date and must include the destination URL links to use for each of the two versions.

### Content marketing:

**Image:** 1 160 x 771 pixels

**Title:** 85 characters (with spaces)

**Descriptive summary:** 155 characters (with spaces)

**Text\*:** 300 to 1,000 words (French and English)

**Your logo:** in black on a white background; .ai format (vectors)

*\* A template will be provided to ensure your article's impact*

## General restrictions

**All advertisements must be approved by the Chamber of Commerce of Metropolitan Montreal.**

Content must be relevant to the business community.

The Chamber of Commerce of Metropolitan Montreal reserves the right to refuse any advertisement that is contrary to its interest.

Material that does not comply with the abovementioned specifications will be refused.

All advertisers must comply with applicable provincial and federal laws.

Minimum purchase required: \$1,000.

**PAYMENT:** Upon receipt of the invoice, before the advertisement is published online. Rates are in Canadian dollars, taxes not included.

The advertiser and the advertising agency, where applicable, are jointly and severally liable to the publisher for payment for the publication of any and all advertisements.

**CANCELLATION:** In the event of a cancellation five (5) to seven (7) business days before the online publication date, 50% of the total cost of the ad shall be due and shall be billed to the client. No cancellations less than two (2) business days before the advertisement's online publication date.

# 6. GLOSSARY

A DJ is seen from behind, wearing headphones and operating a laptop at a DJ booth. The laptop screen displays a software interface with various colored buttons and a digital display showing '00:55:40'. In the background, a large, brightly lit stage is visible, featuring a DJ performing and a large audience of people. The scene is illuminated with vibrant pink and purple lights, creating a lively nightclub atmosphere.

# GLOSSARY



**Box:** An ad format 300 x 250 pixels (width x height) in size.

**CPM:** Cost per mille (CPM), the cost for every thousand page views—is a unit used to measure the cost of advertising space on a website.

**Double box:** An ad format 300 x 600 pixels (width x height) in size.

**Geo-targeting:** A mechanism that allows you to select consumers based on geographical location.

**Impressions:** Number of times a web page is displayed (PC, tablet, etc.).

**Original content:** Content that has never been published on the Web before.

**Publibox:** An ad format 600 x 200 pixels (width x height) in size.

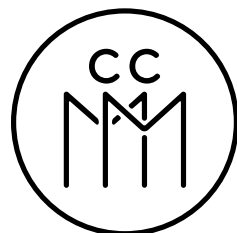
**Responsive:** Describes a website designed to be comfortably viewed on a variety of browsers (mobile, desktop, tablet).

**Sponsored publication:** A publication highlighted among the stream of postings on a social network as a result of a distribution budget. This allows you to ensure that the publication will be seen by a greater number of users over and above fans of the company's page.

**Super banner:** An ad format 728 x 90 pixels (width x height) in size for the web site and an ad format 600 x 90 pixels (width x height) in size for the newsletter

**Volume discount:** A reduction in price due to the quantity of services purchased by the client over a certain period.





For further information, please contact us at:

[mediakit@ccmm.ca](mailto:mediakit@ccmm.ca)

**LOOKING FORWARD TO DOING  
BUSINESS WITH YOU!**