

# CTMA



## ADVERTISING & SPONSORSHIP OPPORTUNITIES

Canadian Tooling & Machining Association (CTMA)

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🌐 [www.ctma.com](http://www.ctma.com)

**CTMA**

CANADIAN TOOLING & MACHINING ASSOCIATION





## EMAIL ADVERTISING

### **BITS & PIECES E-NEWSLETTER ADVERTISING**

(CTMA MEMBERS ONLY)

A box ad in the CTMA's e-newsletter, Bits & Pieces, provides the benefit of having your company information direct mailed to more than 1,000 subscribers, each month.

These subscribers range from business owners, CTMA members, affiliates & partners, media & press contacts, government contacts, and more. Reach key decision-makers directly with a box ad.

#### **COST (per issue):**

\$200 plus HST

Only a limited number of ads are available, so contact us soon to avoid disappointment.

#### **BENEFITS:**

- Distributed to 1,000+ contacts
- Helps generate leads
- Builds brand recognition
- Delivered directly to inbox
- Analytics provided upon request

#### **SPECIFICATIONS:**

- 300w by 250h pixels
- .jpg or .png
- max file size = 125kb



## PRINT ADVERTISING

### CTMA VIEW MAGAZINE & BUYERS' GUIDE

We are pleased to announce our continued partnership with Matrix Group Publishing Inc. in the production of the Association's full-colour magazine "CTMA View", which is produced three times each year.

CTMA View is distributed three times per year, to just shy of 4,000 readers. The locations of subscribers varies, but range from Canada (Ontario, Quebec, Nova Scotia, NFLD, New Brunswick, Manitoba, British Columbia, Alberta, Saskatchewan) and the U.S. (Michigan, Ohio, New York, Tennessee, Texas, Virginia, Washington, Illinois, and more), but we also have readers in Argentina, Spain, Japan, Sweden, Portugal, and England.

To advertise your products, services, and/or expertise through an ad in an upcoming issue, contact [sales@matrixgroupinc.net](mailto:sales@matrixgroupinc.net). There are options to fit all budgets and marketing campaigns!

The Buyers' Guide, which is distributed with the winter issue, provides a special opportunity for members to have their company logo and information on display in the directory to Canada's Tooling & Machining Manufacturers! This is Ontario's largest publication dedicated to advancing the tooling & machining industry.

Purchase a half page or larger in the magazine & add your company logo for FREE! You can also add your logo separately for a small fee.

For more information, please call the Matrix group at **1-866-999-1299** or visit [www.ctma.com](http://www.ctma.com).

#### **BENEFITS:**

- Distributed to 4,000+ contacts
- Promotes your company's products, services and knowledge
- Helps generate leads
- Builds brand recognition
- Covers wide range of industry sector news, and includes upcoming event previews,



## SPONSORSHIP

### EVENT SPONSORSHIPS

Take advantage of other opportunities to promote your company and products/services to our members and affiliates. CTMA hosts several events annually—in-person and virtually—where different level sponsorships are available. CTMA will also work with you to customize a sponsorship to meet your budget.

#### EVENTS INCLUDE (BUT NOT LIMITED TO):

- Annual Shotgun Golf Tournament
- Apprentice Awards
- Annual General Meeting & Dinner
- Plant tours
- Monthly Virtual Vibes

Contributions of any size are greatly appreciated. Contact Julie at [info@ctma.com](mailto:info@ctma.com), Sarah at [marketing@ctma.com](mailto:marketing@ctma.com) or visit [www.ctma.com](http://www.ctma.com) for list of upcoming events.

#### BENEFITS:

- Your company logo on display in all event communications & promotions
- Your company logo on display on CTMA website
- Company logo on display during event(s); visible to all attendees
- Recognition on CTMA's social channels, i.e. LinkedIn, Twitter, Instagram and Facebook

#### CHECK OUT SOME OF OUR EXCLUSIVE PROGRAMS:





## SPONSORSHIP

### CORPORATE SPONSORSHIP

A Corporate Sponsorship is a great way for your company to receive year-round benefits, including recognition at all major events, in all email, print and digital communications, and speaking opportunities. This is the ideal way to reach key decision-makers time and again.

#### **BENEFITS:**

- Logo recognition on CTMA's website – visibility on all pages with click-through
- Include logo (with a "Corporate Sponsor" designation) at the bottom of ALL e-blast communications that are sent out to members, affiliates, industry partners, media & press, government officials
- Speaking opportunities at events throughout the year, and/or during virtual events
- Opportunity to network at CTMA events
- Registration at member rate for all CTMA events
- Content in CTMA's monthly e-newsletter to promote products & services
- Opportunity to contribute a feature article to one issue of CTMA VIEW magazine, annually (4,000+ subscribers)
- Recognition as Apprentice Award Sponsor (\$500 value)
- Recognition as High School Award Sponsor
- Recognition as a Platinum Sponsor on signage at the CTMA's Annual Golf Tournament (\$1,000 value)
- Platinum Sponsor of the CTMA's Annual General Meeting & Dinner (\$2,000 value)

#### **CHECK OUT OUR CURRENT CORPORATE SPONSORS:**



For more information on Corporate Sponsorship, please email Sarah at [marketing@ctma.com](mailto:marketing@ctma.com).