

# ADVERTISE DIRECT TO THE INDEPENDENTS - AFFORDABLE, EFFECTIVE & COMPETITIVE INDUSTRY PRICING



## Quarterly Newsletter (Duration: 3 Months)

- Published January, April, July & October
- Published on DCI Website, and spread across Facebook, X & LinkedIn as a pinned post for 3 months
- DCI has an open rate of 50% (which is 16% higher than the industry average)
- Promote your latest specialty item, service or event

**SPECS: Vectored PNG or PDF**

**Small:** 4.25" wide x 5.5" tall or 1275px wide x 1650px tall  
**Medium:** 8.5" wide x 5.5" tall or 2550px wide x 1650px tall  
**Large:** 8.5" wide x 11" tall or 2550px wide x 3300px tall



**Small 1/4 page:**  
\$270 + HST (One Time) or  
\$864 + HST (4x Ads - Full Year)

**Medium 1/2 page:**  
\$390 + HST (One Time) or  
\$1248 + HST (4x Ads - Full Year)

**Large Full Page:**  
\$630 + HST (One Time) or  
\$2016 + HST (4x Ads - Full Year)

**URL Embedding:** \$25 + HST  
**FREE** For Full Year Ads

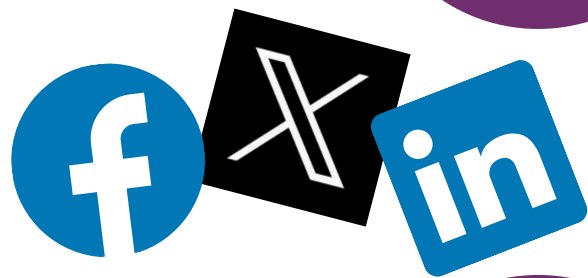
## E-Blast (Duration: Once + One Resend to Non-Opener)

- Sent direct to independents and decision maker's mailbox
- E-Blast can be tailored based on province or geographical location
- DCI has an open rate of about 48% - 50% vs. industry average of 34%
- Promote your brand or service with a request to connect direct to rep

**\$350 + HST**  
sent via Constant Contact

**SPECS: Supplier To Provide Content to DCI**

**Can include:** Copy (Text), Images, Documents (Sell Sheets, Pricing, SKU list etc.), Video Links (via Vimeo or YouTube), Polls, RSVPs, Links to Follow Social Media



## Social Media Posts (Duration: One Time)

- Cross post on three platforms (Facebook, X, LinkedIn)
- Utilize this space to highlight fun, creative content, new product information, videos or link-backs to your social media pages or websites
- Over 16,000+ social impressions combined in the last year alone

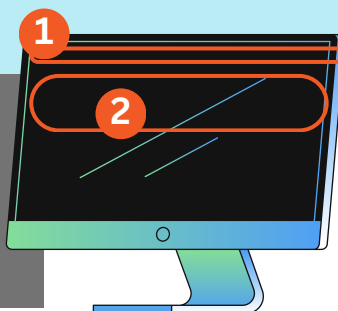
**\$60 + HST**  
Posted across 3 platforms

**SPECS: Supplier To Provide Content to DCI**

**Can include:** Copy (Text), Images, Videos, Links to your own social media pages

## Website Advertisement (Duration: 4 Weeks)

- Available on either or both website's home pages (www.distributioncanada.ca & www.cigba.ca)
- Choose between Leaderboard or Big Box style ads
- Promote your overall brand, upcoming events or new innovation with a FREE link back to your own website
- Trusted source, Over 10,000+ visitors over the last year
- Websites frequented by Members looking to Login to their Member Portal



**Leaderboard:**  
**Montly**  
**\$120 + HST**  
per website

**XL Prime Spot:**  
**Weekly**  
**\$150 + HST**  
per website

One week per brand per month

### SPECS: Vectored PNG or PDF

1. **Leaderboard Ad:** 1920px wide x 90px tall
2. **XL Prime Spot Ad:** 1920px wide x 400px tall (Incl Logo, text, web link)

## Curated Post on Member Portal (Duration: 12 Months)

- Frequently checked section in Member Portal under “What’s New” where all DCI updates are posted
- Utilize this **PRIME** space to advertise your company, product or new innovation which will stay up for at least 12 months
- Only visible by Members, so you may include confidential pricing or information and not worry about it being seen by competitors

### SPECS: Supplier To Provide Content to DCI

Can include: Copy (Text), Images, Documents (Sell Sheets, Pricing, SKU list etc.), Video Links, Links to Follow Social Media, Rep emails, Embedded URLs



**\$240 + HST**  
per curated post

## Partner of the Month (Duration: One Month)

- Exposure on DCI website Partner page as “Partner of the Month”
- Secure incremental promotional activity with consistent brand recognition
- Promote deals, power buys and seasonal buys amongst other Partners
- Familiar program for DCI Members who are used to its monthly schedule

**\$100 + HST**  
per participating month

### SPECS: Supplier To Provide Content to DCI

Can include: Power Buy template provided by DCI, Sell Sheets and Product Information provided by Supplier Partner

Ready To Talk  
Advertising/Marketing or to  
Schedule Your Content?

Email:  
marina@distributioncanada.ca