



Canadian Professional Sales Association
L'association canadienne des professionnels de la vente
Since/Depuis 1874

Advertise on cpsa.com!

More than 8,500 unique visitors come each month to cpsa.com! With our hotel directory, salesjobsCanada.com and other site features, we are confident this number will increase throughout 2012. Average page views from January through November 2011: 69,050

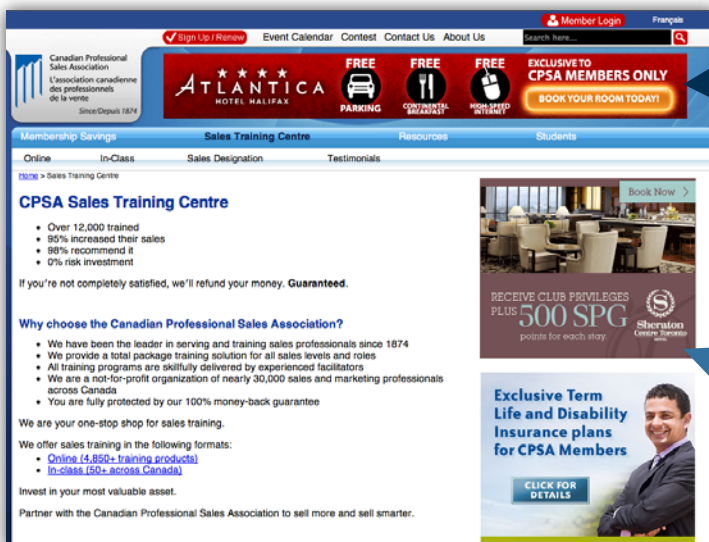
Prime advertising positions are available.

A leaderboard ad provides you with a billboard to present your offerings. A large rectangular banner ad catches the eye of information-seekers and gets your message across.

Hurry – space is limited! To reserve your space and lock in these advertising rates for 2012, contact your account executive today.

Communicating in both official languages:

The website is available in both English and French editions. Advertisers have the opportunity to reach this market by submitting both English and French creative.



LEADERBOARD

- One banner ad available with advertisers rotating in position.
- Types of creative accepted: JPG/GIF
- 720 x 90 pixels. File size must be no greater than 100 kb.
- On all interior pages; animation must be no longer than 25 seconds, including multiple loops.

RECTANGLE BANNER

- One banner ad available with four advertisers rotating in position.
- Types of creative accepted: JPG/GIF
- 300 x 250 pixels. File size must be no greater than 20 kb.
- Exposure on all interior pages.

2012 Website Advertising Form

Your ad will appear in rotation on the cpsa.com on all interior pages. To reserve one of the advertising positions on cpsa.com, please choose from the options below, then return the completed form to your account executive.

CONTRACT ADVERTISERS MAY CHANGE THEIR AD ARTWORK ONCE A MONTH AT NO ADDITIONAL COST.

When renewing online ads, priority and first right-of-refusal will be given to advertisers who commit to 12 months only. All other companies will be renewed at a first-come, first-serve basis.

The CPSA reserves the right to refuse any advertisement that does not meet CPSA ad standards or is in direct competition of any products or services offered by the CPSA.

All rates are inclusive. All advertisers will receive an invoice for the total amount, due upon activation.

SELECT DESIRED POSITION AND FREQUENCY

LEADERBOARD

- 3 months: \$1,600.00
- 6 months: \$2,300.00
- 12 months: \$3,600.00

RECTANGLE BANNER

- 3 months: \$1,300.00
- 6 months: \$1,800.00
- 12 months: \$3,100.00

CPSA's website will be upgraded in 2012. All advertisers will be informed of changes in advance.

ADVERTISER INFORMATION:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ Province: _____ Postal code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

(Only signature assures reservation)

Naylor (Canada) Inc. proudly accepts cheque, Visa, MasterCard or American Express as form of payment.

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rated to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the date of this contract.

Payment Authorization Signature: X _____

Date: _____

SIGN AND RETURN TO:

Alana Place

Project Manager

Naylor (Canada), Inc.

Tel: (800) 665-2456 x460

aplace@naylor.com