



Canadian Professional Sales Association
L'association canadienne des professionnels de la vente

Since/Depuis 1874



Our bi-weekly *SalesConnexion* e-newsletter is delivered to over 17,000 thousand members, including an influential audience of sales managers, marketing professionals and decision-makers.

Updates concerning association news, training, industry tips, resources and techniques, employment listings as well as many other issues affecting our readers are delivered directly to their inboxes.

Your company has the opportunity to reserve one of the eight exclusive advertising options within the *SalesConnexion* e-newsletter at these low rates. Space is limited and awarded on a first-come, first-serve basis.

The e-newsletter is available in both English and French editions, incorporating identical content. Advertisers have the opportunity to reach this market by submitting both English and French creative.



SPOTLIGHT TILE ADS

- Only eight advertisers per issue
- Types of creative accepted: JPG (animation and Flash/SWF files are not accepted)
- 120 x 128 pixels. File size must be no greater than 100 kb

“We are the leader in developing and serving sales professionals.”



2012 SalesConnexion Advertising Form

To reserve one of the eight advertising spaces in SalesConnexion, please choose from the options below, then return the completed form to your account executive.

Advertisements may be .JPG (animation and Flash/SWF files are not accepted), as long as the total file size does not exceed 100kb. 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 committed to 12 months only. All other companies will be renewed at a first-come, first-serve basis. Advertisers will receive campaign-performance reports that will detail monthly ad impressions and click-throughs on an as-requested 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 FREQUENCY

- 3 months \$1,700.00
- 6 months \$2,800.00
- 12 months \$4,400.00

Sales Connexion 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