COACHING ASSOCIATION OF CANADA

MEDIA KIT

Contact:
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glabelle@coach.ca
Telephone: 613.235.5000 ext 2389

coachingca.ca
REACH HIGHER
A coach is a trainer, friend, mentor, facilitator, chauffeur, researcher, motivator, counsellor, organizer, and planner. Coaches have a lifelong impact on others, to help them learn, grow, develop new physical and life skills, and gain self-confidence – to reach higher, both in sports and in life.
Who are our coaches?

There are more than 2 million coaches in Canada. Reach this exclusive demographic of powerful and motivated individuals from 67 sports in 620 communities all across Canada.

89% of coaches said they will support brands that invest in coaching.

The reach of COACH.CA

COACH.CA gives you direct access to hundreds of thousands of Canada’s community leaders. You’ll reach coaches in 67 different sports, at every level – from community sport to the Olympics – and in every Canadian community. It’s a unique demographic that you’ll only find on COACH.CA.

The influence of coaches

Coaching is a social activity. Coaches are connected – to the athletes, parents and community groups – and are influential members of their communities, from our largest cities to our smallest villages.

Why advertise on COACH.CA?

89% of coaches said they will support brands that invest in coaching. Brands that acknowledge and reward coaches will gain their deep appreciation and loyalty.
COACH.CA Rates & Sizes

COACH.CA STATISTICS

REACH:
- 650,000 unique visitors per year
- 3.6 page views per visit
- 195,000 impressions per month

VISITOR LOCATION:
- Canada .............................................. 94%
- United States ....................................... 3%
- 132 other countries .............................. 3%

ADVERTISING RATES

All ads will appear on both the Home Page and all interior pages of COACH.CA. You may purchase Placement Exclusivity or Ad Rotation.

PLACEMENT EXCLUSIVITY:
Your ad will NOT be in rotation with other ads. Every site visitor will view your ad on every page of COACH.CA.

<table>
<thead>
<tr>
<th>OPTION</th>
<th>1 MONTH</th>
<th>3 MONTHS</th>
<th>6 MONTHS</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXCLUSIVITY</td>
<td>$4,300</td>
<td>$12,000</td>
<td>$19,500</td>
</tr>
<tr>
<td>ROTATION</td>
<td>$3,000</td>
<td>$8,000</td>
<td>$13,000</td>
</tr>
</tbody>
</table>

AD ROTATION:
Your ad will be in rotation with no more than 1 other ad. Your ad will be visible to every site visitor on 50% of the pages they visit.

<table>
<thead>
<tr>
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<th>1 MONTH</th>
<th>3 MONTHS</th>
<th>6 MONTHS</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXCLUSIVITY</td>
<td>$5,500</td>
<td>$15,000</td>
<td>$24,000</td>
</tr>
<tr>
<td>ROTATION</td>
<td>$3,750</td>
<td>$10,000</td>
<td>$16,000</td>
</tr>
</tbody>
</table>

TECHNICAL SPECIFICATIONS

- FILE FORMATS: JPG, GIF (static or animated), FLA
- JPG and GIF files must be no larger than 40KB
- Animated GIFs may loop indefinitely
- FLA animations must be no larger than 100KB
- FLA animations must be no longer than 15 seconds

COACH.CA is a fully bilingual website. Please provide separate English and French versions of each ad. If only one graphic is provided, it will appear on both English and French versions of COACH.CA.
EMail Feature Rates & Sizes

CAC EMAIL STATISTICS

Your feature will appear in a CAC email blast directed to the entire 200,000 mailing list. Email blasts are delivered every 2-4 weeks.

REACH:
- 200,000 unique email addresses
- Qualified mailing list: all subscribers have actively opted in to receive CAC emails

WHO YOU WILL REACH:
- Coaches
- Parents
- Athletes
- Coaching educators
- National & Provincial sport associations

FEATURE RATES

WHAT YOU RECEIVE:
- Branded email content
- Branded ad
- Delivery to 200,000 unique, qualified recipients

PRICING:
$15,000 per iteration

TECHNICAL SPECIFICATIONS

- AD SIZE: 192 x 200 pixels
- FILE FORMATS: JPG or static GIF only
- Files must be no larger than 40KB

CAC’s email system is fully bilingual. Subscribers receive the email in the language of their choice. Please provide separate English and French versions of each ad. If only one graphic is provided, it will appear within both the English and French versions of the email.