

ABOUT CIPS

CIPS, **Canada's Association of I.T. Professionals**, is Canada's leading association for IT professionals, dedicated to advancing the field of information technology and supporting the development of a strong, ethical, and skilled IT workforce. With over 65 years of history, CIPS serves as a trusted partner for professionals, businesses, and educational institutions across Canada.

CIPS offers membership for IT professionals which provides networking, skills assessment, career planning, professional development, and volunteer opportunities.

CIPS also offers certification of IT professionals, which includes the only IT designation recognized by law in Canada, accreditation of IT post-secondary programs, a niche IT Job Board, and a forum for Canadian IT professionals to share knowledge, resources, and join discussions.

Summary of Marketing Opportunities:

- **E-Newsletter** - Banner Advertisements
- **E-Newsletter** - Sponsored Articles
- **Website** (www.cips.ca) - Banner Advertisements
- **Website** (www.cips.ca) - Sponsored Articles
- **Social Media** - Sponsored Posts
- **CIPS Job Board** - Featured Job Postings
- **CIPS Partner Packages** - may include:
 - Event Sponsorship
 - (Virtual & In-Person)
 - Webcast Sponsorship
 - Podcast Sponsorship
 - CIPS Memberships
 - CIPS Training & Mentorship

CANADA'S ASSOCIATION OF INFORMATION TECHNOLOGY PROFESSIONALS

BECOME A MEMBER

- Certification
- Events
- Networking
- Skills Assessment
- Career Planning
- Professional Development
- Discussion Forums
- Member Discounts
- Mentorship
- Volunteering



Metrics:

(*as of Dec 9th 2024)

E-Newsletter

- 6,474 subscribers
- 39% Open Rate

Social Media

- LinkedIn Page: 9,050 followers
- Facebook: 1,900 followers
- X / Twitter: 1,943 Followers

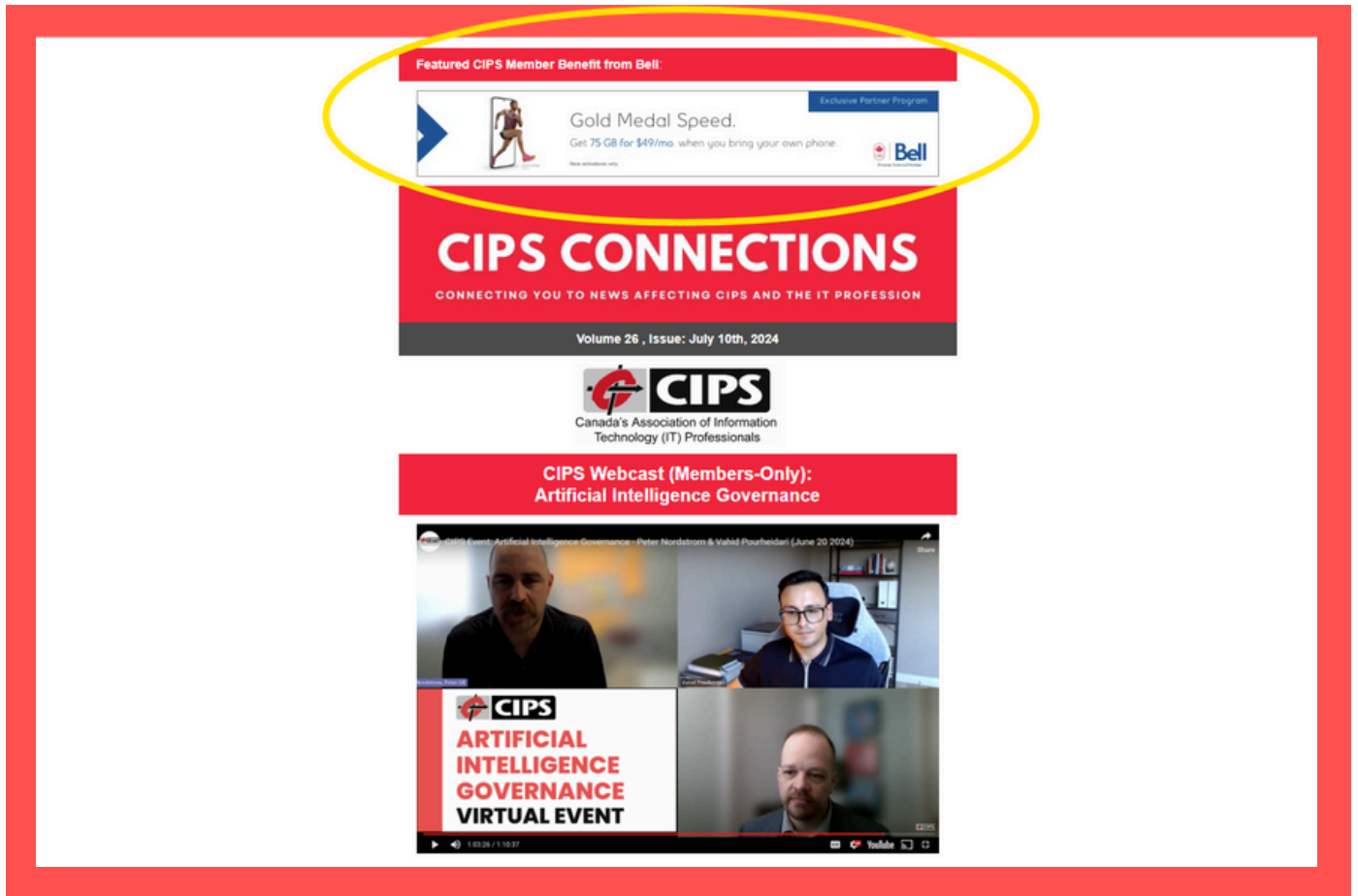
Website:

- Views: 4,250/week
- Active Users: 1,225/week
- New Users: 1,150/week



Contact Us: ✉ marketing@cips.ca

E-NEWSLETTER - BANNER AD



Reach thousands of IT professionals and decision-makers with a **Banner Ad** in the "**CIPS Connections**" E-Newsletter, a trusted source of industry events, insights, and professional development opportunities. Distributed bi-weekly to CIPS members and IT professional subscribers, this e-newsletter provides access to a highly engaged audience in Canada's technology industry. This is a great opportunity to connect with key influencers, potential clients, and top talent in the IT industry.

METRICS

*as of Dec 9th 2024

6,474

Subscribers

39%

Open Rate

AD RATES

TOP AD

1 Issue: **\$500**

MIDDLE AD

1 Issue: **\$400**

BOTTOM AD

1 Issue: **\$300**

Book Ad Space:

✉ marketing@cips.ca

*Specs: 600px by 100px, JPEG, PNG, or GIF,
Max size 300KB

E-NEWSLETTER - SPONSORED ARTICLE



Engage thousands of IT Professionals with a **Sponsored Article** in the "**CIPS Connections**" **E-Newsletter!** Gain visibility among Canada's leading IT professionals and decision-makers with a Sponsored Article in the CIPS Connections E-Newsletter. As a trusted source for industry events, insights, and professional development, this bi-weekly publication reaches CIPS members and IT professionals across Canada. Your article will be shared with a highly engaged audience eager to stay ahead in the IT sector, making this an ideal opportunity to connect with key influencers, potential clients, and top talent. Expand your reach and establish your organization as a thought leader in the IT industry!

METRICS

*as of Dec 9th 2024

6,474

Subscribers

39%

Open Rate

ARTICLE RATES

SPONSORED
NEWSLETTER
ARTICLE

1 Issue: **\$500**

Book Ad Space:

✉ marketing@cips.ca

*Specs: 150 word max, with "Read More" link.
Image: 600px by 300px, JPEG, PNG, or GIF,
Max size 300KB

WEBSITE - BANNER AD



Promote to CIPS' community of IT professionals via a **Banner advertisement** on the CIPS National website! Showcase your organization to CIPS' community of IT professionals, leaders, and decision-makers through a prominent banner advertisement on the CIPS National website. With your Ad strategically positioned, you'll gain unparalleled visibility, drive engagement, and build trust with a network of influential professionals in the tech sector. Take advantage of this opportunity to amplify your reach and connect with Canada's IT community today!

METRICS

*as of Dec 9th 2024

4,250

Views
/ Week

1,225

Active Users
/ Week

1,150

New Users
/ Week

AD RATES

TOP
WEBSITE
BANNER AD

1 Week: **\$500**

*Specs: 750px by 120 px, JPEG, PNG, or GIF,
Max size 300KB

Book Ad Space:

✉ marketing@cips.ca

WEBSITE - SPONSORED ARTICLE

The image displays three examples of sponsored articles on the CIPS website. Each article is presented in a white card with a red border. The first article, titled 'Join ERA's 12 Days of Electronics Giving to Make an Impact This Holiday Season', features a child holding a red gift box in front of a Christmas tree made of electronic devices. The second article, 'Featured Member Benefit: As a CIPS member get preferred pricing with the Bell Exclusive Partner Program!', promotes an iPhone 16 with a 5G network. The third article, 'New Member Benefit: Osgoode Professional Development (York University)', highlights a 15% discount for CIPS members on professional development programs. Each article includes a 'NEWS' header, a featured image, a main headline, a brief description, and a date at the bottom.

Promote to CIPS' community of IT professionals via a **Sponsored Article** on the CIPS National website! Reach an audience of IT professionals, decision-makers, and industry leaders across Canada. Showcase your knowledge, promote your brand, and provide value to Canada's tech community while building credibility and trust. A sponsored article offers a unique opportunity to connect with CIPS' IT community and drive meaningful engagement. Don't miss the chance to amplify your voice and influence in the IT sector!

METRICS

*as of Dec 9th 2024

4,250

Views
/ Week

1,225

Active Users
/ Week

1,150

New Users
/ Week

ARTICLE RATES

SPONSORED
WEBSITE
ARTICLE

1 Article: **\$500**

*Specs: 500 word max,
Image: 600px by 600px, JPEG, PNG, or GIF,
Max size 300KB

Book Ad Space:

✉ marketing@cips.ca

SOCIAL MEDIA - SPONSORED POSTS



SOCIAL MEDIA

Boost Your Brand's Visibility Through CIPS Social Media Posts! Engage with CIPS' vibrant community of IT professionals, decision-makers, and industry leaders on social media. With "Sponsored Posts" featured on CIPS' LinkedIn, Twitter, and Facebook pages, your brand can reach thousands of IT professionals across Canada! Social media sponsored posts provides a powerful way to enhance your visibility, drive traffic, and foster meaningful connections with Canada's IT community. Amplify your message and position your organization as a leader in the IT industry through targeted and impactful social media posts!

METRICS

*as of Dec 9th 2024



9,050

Followers



1,943

Followers



1,900

Followers

RATES

1 SPONSORED
SOCIAL POST

\$500

A "Sponsored Post" is posted on all 3 social media channels: LinkedIn, X, Facebook

Book Ad Space:

✉ marketing@cips.ca

*Specs: 150 word max, with "Read More" link.
Image: 600px by 300px, JPEG, PNG, or GIF,
Max size 300KB

JOB BOARD

Search Jobs			
Filter: <input checked="" type="checkbox"/> Freelance <input checked="" type="checkbox"/> Full Time <input checked="" type="checkbox"/> Internship <input checked="" type="checkbox"/> Part Time <input checked="" type="checkbox"/> Temporary <input checked="" type="checkbox"/> Volunteer			
	Analyst – Service Desk Peel Regional Police	Brampton, Ontario	Full Time
	Senior Business Consultant Ministry of Public and Business Service Delivery	Toronto, Ontario	Temporary
	Information Technology Technician Township of Tay	Victoria Harbour, Ontario	Full Time
	Intermediate Database Administrator University of Manitoba	Winnipeg, Manitoba	Full Time
	Director, Information Systems Engineers & Geoscientists BC	Vancouver, British Columbia	Full Time
	Associate Director, Data & Analytics Centre of Excellence Canadian Blood Services	Ottawa - Hybrid	Full Time
	Intermediate Developer	Winnipeg, Manitoba	Full Time

Maximize Visibility for Your Job Postings with CIPS! Get your job openings in front of Canada's top IT professionals and decision-makers by posting on the CIPS Job Board! Not only will your listings appear on the CIPS website, but they'll also be promoted across CIPS' highly engaged platforms, including the bi-weekly CIPS Connections E-Newsletter, and LinkedIn, Twitter, and Facebook pages, ensuring maximum exposure to a targeted audience of IT talent. Want your opportunity to stand out? Choose a "Featured" job posting to have your listing highlighted at the top of the job board for increased visibility and engagement.

JOB POSTING RATES - 60 DAYS

FEATURED JOB POSTING <u>NON-MEMBER</u>	\$450	FEATURED JOB POSTING <u>MEMBER</u>	\$240
REGULAR JOB POSTING <u>NON-MEMBER</u>	\$300	REGULAR JOB POSTING <u>MEMBER</u>	\$90

Post a Job: cips.ca/post-job

✉ jobboard@cips.ca

CIPS PARTNER PACKAGES



Become a CIPS Partner and Unlock Exclusive Benefits!

As a CIPS Partner you'll gain access to a customized package designed to elevate your brand while providing valuable benefits and marketing exposure at reduced rates. Enjoy a range of exclusive opportunities tailored to your business goals, including:

- **Event Sponsorship** (Virtual & In-Person): Showcase your brand at CIPS-hosted events, both online and in-person, reaching a highly engaged audience of IT professionals.
- **Webcast Sponsorship**: Align your brand with thought leadership by sponsoring insightful webcasts on current IT trends and innovations.
- **Podcast Sponsorship**: Connect with our community through sponsored episodes of the CIPS Podcast, reaching listeners who value professional development and industry insights.
- **CIPS Memberships**: Provide CIPS memberships to your employees / students, allowing access to exclusive resources, networking, and benefits.
- **CIPS Training & Mentorship**: Access training and mentorship opportunities, helping to shape the future of Canada's tech industry.

Sponsor a CIPS Event or a CIPS Podcast!



Become a CIPS Partner Today!

✉ marketing@cips.ca