



Media Kit



Why Advertise with ECO Canada?

ECO Canada is the leading authority in environmental workforce development, providing highly targeted digital marketing solutions for businesses, organizations, and industry leaders.

By advertising with us, you gain access to a niche audience of environmental professionals, job seekers, and sustainability-focused businesses across Canada.

OUR ADVERTISING SOLUTIONS ALLOW YOU TO:

- Reach a highly engaged environmental audience of environmental professionals and decision-makers, including:
 - environmental managers;
 - ESG professionals;
 - sustainability directors;
 - engineers;
 - environmental consultants;
 - municipal leaders;
 - employers;
 - recruiters;
 - students;
 - and more!
- Leverage a multi-platform marketing approach across eco.ca, ecoacademy.ca, oceanalliancecanada.ca, newsletters, social media, events and webinars.
- Maximize visibility with customized ad placements that align with your business goals.

VISIT OUR SITES & SOCIALS:

eco.ca

ecoimpact.ca

ecoacademy.ca

oceanalliancecanada.ca



Audience & Reach

With a strong and steadily growing presence across social media, targeted email marketing, and high-traffic web platforms, we offer meaningful opportunities to connect with a niche, engaged audience across the environmental sectors.



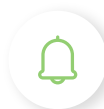
A LOOK AT OUR LATEST REACH & PERFORMANCE METRICS:



200,000 +
monthly website visitors



180,000 +
email subscribers



100,000 +
combined social
media followers
(LinkedIn, Facebook, Twitter/X, Instagram)



80,000 +
LinkedIn followers &
an Engagement Rate of: **4.2%**
(industry average: ~2%)

DIVERSE AUDIENCE DEMOGRAPHICS:



53%
female audience
(spanning all career levels)



47%
male audience
(spanning all career levels)

ECO.CA VISITORS AND VIEWS:



1.5M +
annual visitors



3.6M +
page views

EMAIL ENGAGEMENT:



40%
open rate



3%
click-through rate

Advertising Opportunities: Websites

Showcase your brand on ECO Canada's highest-traffic pages — including our **Homepage**, **Job Board**, and **Career Profiles** library. With over **1.5M+ annual users on eco.ca**, your message gains unmatched visibility in the green and blue economies.

AVAILABLE SIZES

- 1400 × 400 (Widest Horizontal)
- 970 × 90 (Large Leaderboard)
- 728 × 90 (Leaderboard)
- 900 × 300 (Horizontal – 3 squares wide)
- 600 × 300 (Horizontal – 2 squares wide)
- 300 × 900 (Vertical – 3 squares tall)
- 300 × 600 (Vertical – 2 squares tall)
- 500 × 500 (Square)

eco.ca

ecoimpact.ca

ecoacademy.ca

oceanalliancecanada.ca



SQUARE

300 x 300px
Ratio: 1:1

HORIZONTAL (WIDEST)

1400 x 400px
Ratio: 3:5:1

VERTICAL

300 x 900px
Ratio: 1:3

VERTICAL

300 x 600px
Ratio: 1:2

HORIZONTAL

600 x 300px
Ratio: 2:1

HORIZONTAL

900 x 300px
Ratio: 3:1

LEADERBOARD

970 x 90px | Ratio: 10:8:1

LEADERBOARD

728 x 90px | Ratio: 8:1:1

Advertising Opportunities: Websites

AD TYPE	DETAILS	PRICING
HOMEPAGE OPPORTUNITIES		
HERO / TOP-BANNER	1400 x 400px or smaller	\$2,000 / month
MID-PAGE BANNER	e.g., under Featured Events	\$1,500 / month
LOWER-PAGE BANNER	Near Footer	\$1,000 / month
HIGH-TRAFFIC PAGE OPPORTUNITIES		
HIGH TRAFFIC PAGE BANNER	Job Board, Career Profiles, etc.	\$1,000 / month
High Traffic pages: ECO Canada Job Board, Career Profiles, Employment Programs, ECO Academy, Ocean Alliance Canada, and ECO Events and Conferences		

Job Board: Your job posting pinned to the top of the page for maximum visibility

ADDITIONAL PAGE PLACEMENTS		
ADDITIONAL PAGE BANNER	Other select pages	\$350 / month

BENEFITS:

- Exclusive exposure on Canada's highest-traffic environmental career pages (Job Board, Career Profiles, Events and Conferences)
- Over 1.5M annual users across eco.ca + growing reach on affiliated sites
- Prime placements ideal for brand awareness, event promotion, and recruitment

Featured Events

Stay up to date with upcoming environmental conferences, webinars, and networking opportunities from across the sector.

Virtual Career Fair
September 25, 2025
VCF 2025
Participants were able to engage in meaningful conversations with peers and employers, expanding their professional networks.

Career Fair
November 27, 2025
ECOWorks 2025
Network face-to-face with employers, job seekers, and industry leaders in Calgary and Edmonton. Connect with Alberta's Environmental workforce.

Learning & Awards
February 19-20, 2026
ECO IMPACT 2026
Attendees explore emerging opportunities, acquired skills for a tech-driven job market, and connected with leaders.

Invest in the Next Generation
Inspire, challenge and grow by supporting young talent through ECO's 2025 Young Professionals Program.
PARTNER WITH US

Upcoming Events

20 Accountable Leadership in Action - Part 2: DOCUMENT
OCT 11:00 am - 12:00 pm
OCT 12:00 pm - 6:00 pm
21 Environmental Professionals Meetup: Montréal
OCT 8:30 am - 4:00 pm
OCT 1:00 pm - 2:00 pm
22 Canada's Blue Economy Insights: Growth, Gaps, and Opportunities
OCT 2:00 pm - 8:00 pm
OCT 2:00 pm - 6:00 pm
OCT 2:00 pm - 6:00 pm
22 Environmental Professionals Meetup: Fredericton, NB
OCT 2:00 pm - 6:00 pm
OCT 2:00 pm - 6:00 pm
22 Environmental Professionals Meetup: Toronto, ON

Upskill Your Workforce
eco.ca SRDC SRSA
Get 75% of employee training costs covered with ECO's Pay for Performance program.
SIGN UP TODAY

Stand Out as an Environmental Professional
GAIN RECOGNITION, BUILD TRUST, & ADVANCE YOUR CAREER AS AN EP®.
LEARN MORE

ECOWorks by eco.ca

Jobs Companies Pricing Login Sign Up Post a Job

2,000+ Environmental Jobs
Explore thousands of environmental career opportunities from employers across Canada.

Skill, company, tag ... All categories All job types Location Only remote jobs Search

Hiring? Post a Job

Browse Jobs by Category

Environmental Science & Consulting
660 jobs

Sustainability & ESG
180 jobs

Climate Change & Adaptation
33 jobs

Energy (Renewables, Oil & Gas, Clean Tech)
97 jobs

Advertising Opportunities: Email Marketing

Promote your message directly to ECO Canada's 180,000+ subscribers across the environmental and sustainability sectors. With **open rates of 40%** and **advanced audience segmentation**, you can tailor your campaign to reach specific audiences—including Indigenous professionals, Blue Economy leaders, students, waste audit professionals, construction professionals, employers, and recruiters.

AD PLACEMENT	SUGGESTED PRICING	NOTES
DEDICATED EMAIL BLAST*	\$3,000	Exclusive, single-focus email to segmented list
FEATURED ANNOUNCEMENT	\$1,250	35–40 words + logo + link, highlighted in monthly newsletter
NEWSLETTER HERO BANNER	\$1,000	600x200px (or larger) banner at top of newsletter
NEWSLETTER BODY AD	\$750	500x500px or 100 words embedded mid-newsletter

BENEFITS

- Access to 180,000+ targeted subscribers
- Average open rates of 40%, exceeding nonprofit industry benchmarks by more than 50%
- Flexible options for awareness, recruitment, and event promotion

*Email blast opportunities are limited.



ECO IMPACT 2026
LEARNING SERIES & AWARDS GALA
FEBRUARY 19-20, 2026
THE WESTIN | CALGARY, AB T2C 0P6
ECOIMPACT.CA

Advance Your Impact
Explore How Tech & Skills Will Shape Your Environmental Career

Hi Katie,
ECO IMPACT 2026 is where Canada's environmental community comes together. Over two days, you will connect with 400+ professionals, students, and employers who are shaping the future of sustainability.

[Explore the Agenda](#)

When & Where
Location: The Westin Calgary
Dates: February 19 - 20, 2026

Future-Proofing the Environmental Talent

- AI and ESG
- Indigenous Leadership
- Green Careers
- Workforce Innovation

Agenda Highlights You Can Look Forward To

- Kick off with bold ideas in the **Opening Plenary**
- Learn what's next through **sessions on AI, ESG, and Indigenous leadership**
- Build practical skills in the **GHG Management Training workshop**
- Celebrate leaders at the **Awards Gala**
- Expand your network with **dedicated coffee breaks, lunches, and evening events**

The full agenda is now live with even more sessions, workshops, and opportunities to learn and connect.

[Register Today](#)

Have Questions?
Secure your spot early and join the conversations shaping Canada's sustainable future. We are excited to welcome you to Calgary this February.

We're here to help. Contact us at events@eco.ca.

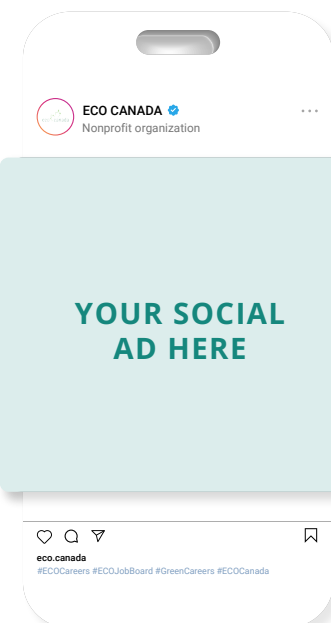
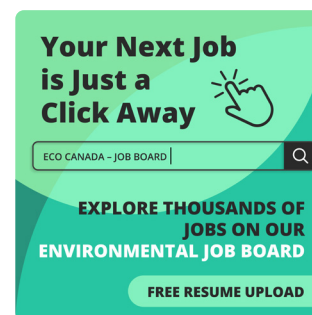
Best regards,
ECO Canada Events

Advertising Opportunities: Social Media

AD TYPE	DETAILS	PRICING
ORGANIC SOCIAL MEDIA POST	81,000+ followers (across LinkedIn, Facebook, Twitter/X, Instagram)	\$400 per post
PAID SOCIAL MEDIA BOOST	35,000-50,000 impressions	\$750+ (budget-dependent)

WHY CHOOSE SOCIAL:

- Drives engagement & brand awareness
- Increases visibility across multiple platforms
- Great for event promotion & recruitment campaigns



Advertising Opportunities

Webinars & Sponsored Content

AD TYPE	DETAILS	PRICING
SPONSORED WEBINAR & LEAD LIST	Custom webinar co-hosted with ECO Canada + full attendee lead list	\$8,000
FEATURED BLOG ARTICLE	500-1,000 word article + social media shares	\$3,500
LANDING PAGE WITH LEAD CAPTURE	Custom campaign landing page for lead generation	\$3,500

IDEAL FOR:

- Industry thought leadership & building credibility & lead generation

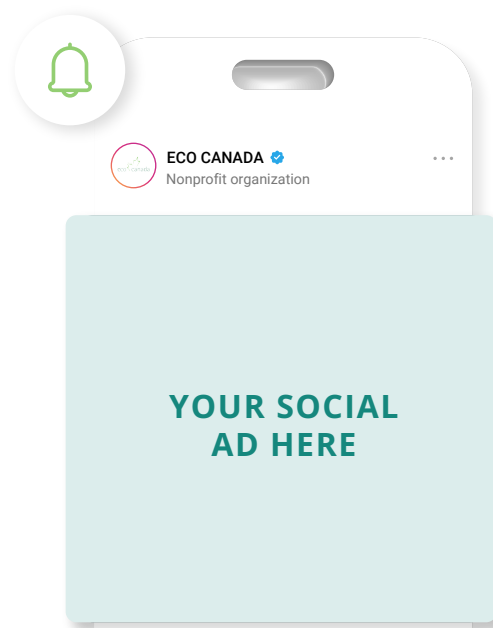
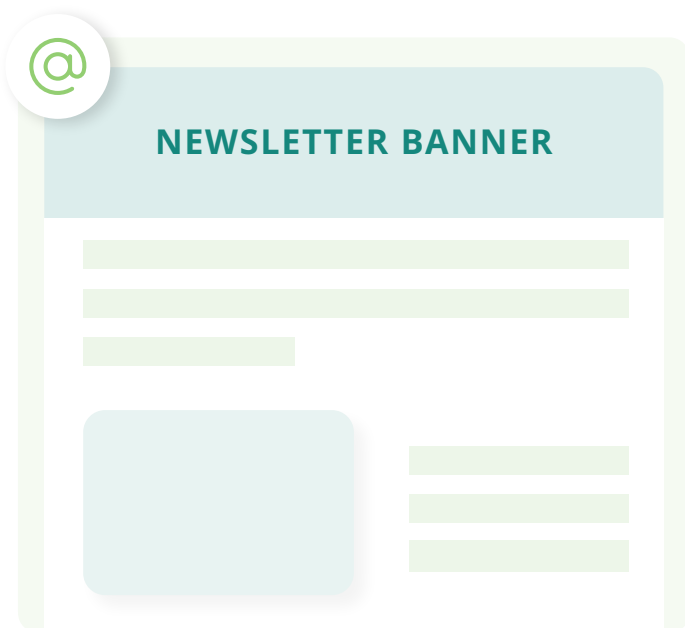
Creative & Campaign Development

SERVICE	DETAILS	PRICING
COPYWRITING & GRAPHIC DESIGN	Professionally crafted content & visuals with 2 rounds of revisions	\$350 per asset
DIGITAL CAMPAIGN STRATEGY & MANAGEMENT	Custom-built ad campaigns for targeted reach	Custom pricing (includes audience segmentation & reporting)

Exclusive Bundled Packages

**BEST
VALUE**

PACKAGE TYPE	DETAILS	PRICING
EMAIL + NEWSLETTER PACKAGE	1x newsletter feature + 1x dedicated email blast; content development included	\$3,500
SOCIAL MEDIA ENGAGEMENT PACKAGE	2 x organic posts + 1x \$750 paid boost on LinkedIn	\$1,500
FULL PROMOTIONAL PACKAGE	Newsletter feature + dedicated email + 2 organic posts + 1 x \$750 paid boost	\$4,200



Organizations we've Worked with



WHY ADVERTISERS CHOOSE ECO CANADA

- Canada's largest environmental career ecosystem
- Highly targeted professional audience
- Trusted by government, industry and academia
- Full-service creative support
- Campaign reporting included
- Cross-platform promotion

Easy 3 Step Booking Process

- 1. Select Your Package** – Choose from our à la carte or bundled options.
- 2. Submit Your Ad Request** – Submit a request via eco.ca/advertising-request or contact our team.
- 3. Launch & Track** – Our team ensures your campaign runs smoothly.

Terms & Conditions:

TERMS

Net 30 days. In the event of nonpayment, publisher reserves the right to hold the advertiser and/or its agency liable for monies owed.

SHORT-RATES AND REBATES

Advertisers who do not place within 12 months the number of insertions upon which their frequency rate is based will be rebilled the difference based upon the appropriate earned rate. Rebates will be applied if advertisers earn a better frequency rate by placing more insertions than originally contracted for.

CANCELLATIONS

No charge for cancellations made before the published ad closing date. Cancellations within 5 business days after ad closing date will be charged at 25% of the space rate. Cancellations more than 5 business days after ad closing date will be charged 50% of space rate. No cancellations can be made beyond 10 business days after ad closing date. If new materials or instructions are not provided by the published Materials Due date, ECO Canada reserves the right to publish the advertiser's most recent ad for which we have materials.

PAYMENT

To make an advertising payment, please visit your login on eco.ca

LIABILITY

Advertiser and agency agree to indemnify, defend, and save harmless the publisher from any liability for content of advertisements printed pursuant to the advertiser's or agency's order. The publisher reserves the right to reject, discontinue, or omit any advertising.

GET STARTED TODAY

For more information or to book your ad campaign:



media@eco.ca



eco.ca/advertising-request