eco canada

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 job seekers, employers, and industry professionals.
- **Leverage a multi-platform marketing approach** across eco.ca, careerfunding.ca, ecoacademy.ca, newsletters, social media, 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:

150,000 +
email subscribers

125,000 +
monthly website visitors

81,000 +
combined social media followers
(LinkedIn, Facebook, Twitter/X, Instagram)

50,000 +
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)
- 300 × 300 (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

HORIZONTAL
600 x 300px
Ratio: 2:1

HORIZONTAL
900 x 300px
Ratio: 3:1

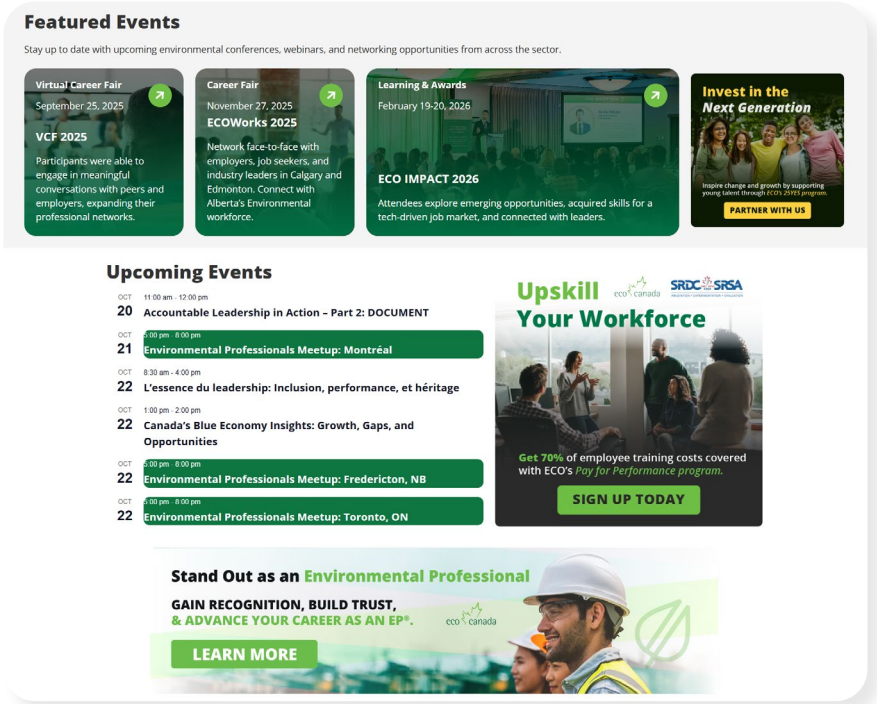
VERTICAL
300 x 600px
Ratio: 1:2

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 / Impact cection	$1,000 / month
HIGH-TRAFFIC PAGE OPPORTUNITIES		
HIGH TRAFFIC PAGE BANNER	Job Bord, Career Profiles, etc.	$1,000 / month
ADDITIONAL PAGE PLACEMENTS		
ADDITIONAL PAGE BANNER	Other select pages	$350 / month



BENEFITS:

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

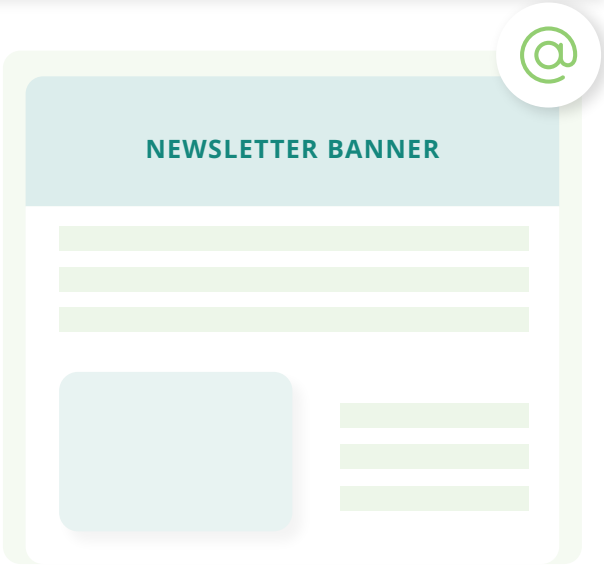
Advertising Opportunities: Email Marketing

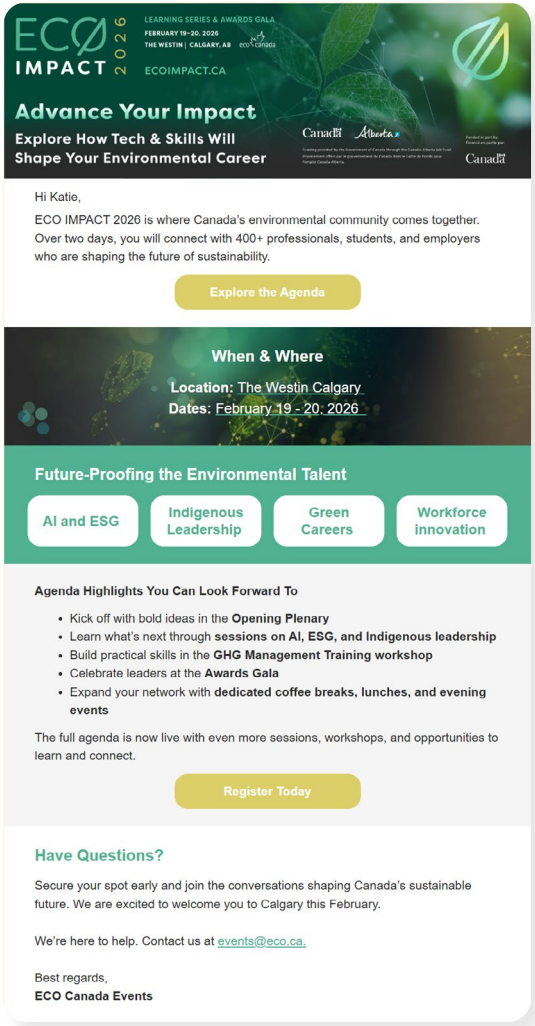
Promote your message directly to ECO Canada's 150,000+ subscribers across the environmental and sustainability sectors. With open rates of 40% and advanced list segmentation, email placements deliver unmatched visibility and engagement.

AD PLACEMENT	SUGGESTED PRICING	NOTES
DEDICATED EMAIL BLAST	$2,500–$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	728×90 banner at top of newsletter
NEWSLETTER BODY AD	$750	Embedded mid-newsletter

BENEFITS

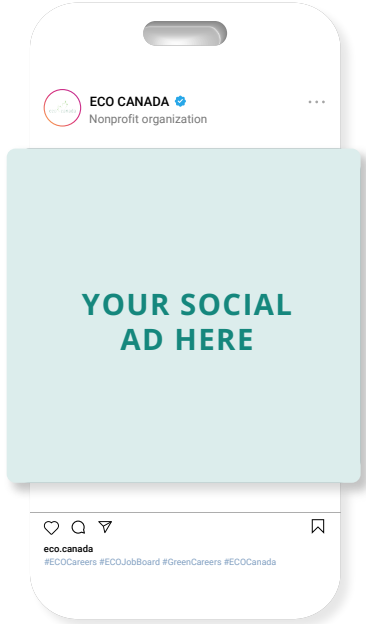
- Access to 150,000+ targeted subscribers
- Average open rates of 43%, exceeding nonprofit industry benchmarks by more than 50%
- Flexible options for awareness, recruitment, and event





Advertising Opportunities: Social Media

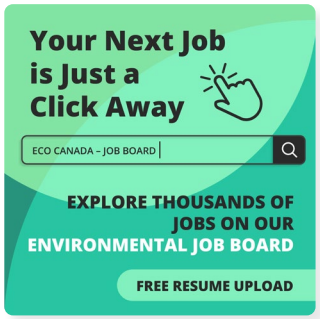
AD TYPE	DETAILS	PRICING
ORGANIC SOCIAL MEDIA POST	81,000+ followers (across LinkedIn, Facebook, Twitter/X, Instagram)	$400 per post
PAID SOCIAL MEDIA BOOST	35,000-50,000 impressions	$750+ (budget-dependent)



WHY CHOOSE SOCIAL:

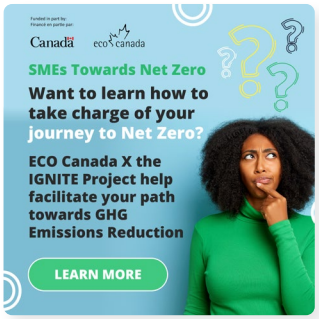
- Drives engagement & brand awareness
- Increases visibility across multiple platforms
- Great for event promotion & recruitment campaigns















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	500-1000 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

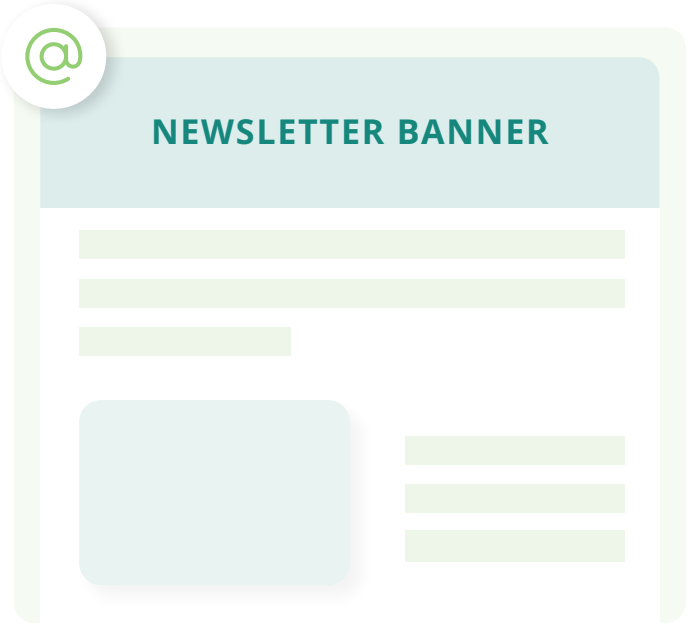
Creative & Campaign Development

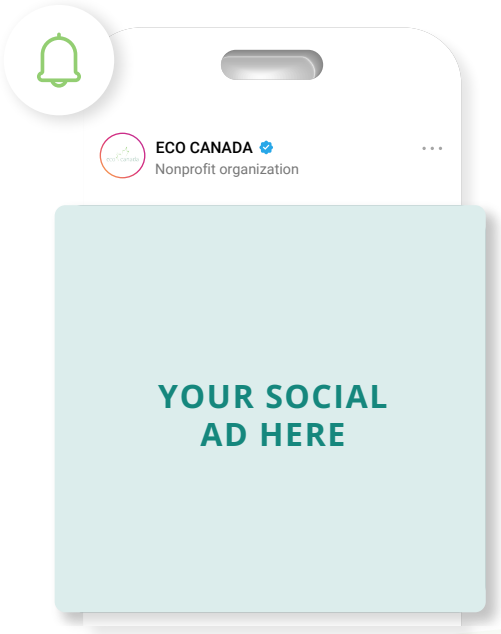
SERVICE	DETAILS	PRICING
COPYWRITING & GRAPHIC DESIGN	Professionally crafted content & visuals with 2 rounds of revisions	$350 per asset
DIGITAL CAMPAIGN STRATEGY & MANAGEMENT	Custom-built ad campaigns for targeted reach	Custom pricing (includes audience segmentation & reporting)

Exclusive Bundled Packages

BEST VALUE

PACKAGE TYPE	DETAILS	PRICING
EMAIL + NEWSLETTER PACKAGE	1x newsletter feature + 1x dedicated email blast	$3,000
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 + graphic design	$4,000





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