



# TEAM CSSA MARKETPLACE

## AD SPECIFICATIONS AND RATES

### Team CSSA MarketPlace can help your business grow!

MarketPlace advertising is on target, delivered to the inbox of **28,000 Canadian firearm owners**.

Marketplace boasts an open rate of **61%** - proof of a very engaged readership.

Three days after initial delivery, we resend Marketplace to all subscribers who didn't open it when they first received it. This ensures readers have a second chance to view your Marketplace ad.

MarketPlace delivers the best "Bang for the Buck" of any firearm advertising venue in Canada.

The following guidelines ensure quick and easy placement of your advertisement.

### Ad Size

"Ad Size" refers to the dimensions of your ad - the image height and width. Our software compresses any image over 800 pixels wide, reducing the image's height proportionally. This causes the image to lose quality, leading to grainy, fuzzy, or blurry images.

Our email templates are 600 pixels wide, so we recommend keeping the width of your images to a maximum of 600 pixels. Check out the table below for recommendations on sizing images for a multi-column layout.

### Economical Pricing

Large ad	600 x 500 Pixels	\$495 / month
Medium Ad	600 x 250 Pixels	\$275 / month
Small Ad	600 X 125 Pixels	\$145 / month

**Ads redirect the reader to a specific web page.** Please provide the URL where you want us to send interested viewers. Please double-check to ensure the URL provided is correct.

**Frequency Discount:** Buy two months, get 20% off. Buy three months, get 30% off.

**Ad Composition:** If you need us to compose your ad for you, we can do it for a \$50 fee.

### What is the recommended resolution for my image?

Whenever possible, we recommend that you save the original design file with a resolution of 72PPI (pixels per inch). This will minimize image compression when you bring the image into our Ad Library.

Image size for the web is described in pixels, while images for print media are designed in dots per inch (DPI).

## What is the recommended file size for my advertisement?

While “Image Size” is the height and width of the ad, “**File Size**” is the amount of storage space your ad will occupy. Factors like image size and compression will contribute to the file size of your image.

**Maximum ad file size is 5MB.** Larger images take longer to load in a subscriber’s inbox so, for best results, try to make your ad images 1mb or smaller.

If your file is too large, here are some steps you can take to reduce its size:

1. Flatten layers in your final image.
2. If your image editor has an option to “Save for Web & Devices” or to “Optimize” the image, choose a resolution that shrinks the image’s file size to less than 5MB.

## Image Type

Our software accepts PNG, JPG and GIF files.

## Templates

We provide Photoshop templates for our ad sizes. Please use these as the basis for your ad to ensure maximum compatibility with our system.

<https://s3.amazonaws.com/CSSA/Marketplace/Marketplace-Ad-Template-600x125.psd>

<https://s3.amazonaws.com/CSSA/Marketplace/Marketplace-Ad-Template-600x250.psd>

<https://s3.amazonaws.com/CSSA/Marketplace/Marketplace-Ad-Template-600x500.psd>

## Contact Tony Bernardo To Place Your Ad

Phone: 905-571-2150

email: [abernardo343@rogers.com](mailto:abernardo343@rogers.com)