

CANADIAN *Quilter*

DIGITAL – EMAIL eNewsletters

CQA/ACC offers advertising opportunities in three email newsletters. Please note the updates to distribution for 2023:

Member Newsletter

Audience 3000 x 1 per month

General Newsletter

Audience 8350 x 2 per month

Canadian Quilter Newsletter

Audience – Member 3000 x 1 per month

Audience – General 8350 x 1 per month

DIGITAL: eNewsletters		Per month
MEMBER X 1/mth	720 px x 240 px	\$125 ea
GENERAL x 2/mth	720 px x 240 px	\$350 ea
CANADIAN QUILTER x 1/mth	720 px x 240 px	\$250 ea

DIGITAL: 2023 Deadlines & Specifications

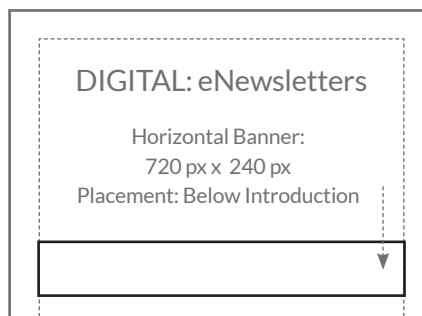
Quarter	Booking	Artwork	Distribution
Q1	November 15	December 1	Jan, Feb, Mar
Q2	February 15	March 1	Apr, May, June
Q3	May 15	June 1	July, Aug, Sep
Q4	August 15	September 1	Oct, Nov, Dec

Artwork Resolution: 72 dpi

File Type: web-resolution PNG

Hyperlink URL: link to your website

Email to: editor@canadianquilter.com



Creative services available at \$75 per hour for advertisers unable to provide artwork; minimum of one hour, prepaid.

Applicable taxes not included.

Prices valid to January 31, 2023.

Quilters are Engaged!

The CQA/ACC email newsletters perform well above average in terms of engagement:

- Open rates for the Member newsletters are consistently **68-70%**, and for the General newsletter **55-60%**.
- Click rates for Members average **15-25%**, and for General **8-13%**.

The three newsletters are scheduled approximately one week apart, for a total of 4 campaigns per month.



Leslie Van Patter, Editor

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GST/HST applicable. GST # 89443 3663 RT

CQA/ACC Canadian Quilters Association | Association canadienne de la courtpointe