

CANADIAN Quilter

DIGITAL – EMAIL eNewsletters

CQA/ACC offers advertising opportunities in three email newsletters.

Member Newsletter

Audience 2500 x 2 per month

General Newsletter

Audience 8000 x 1 per month

Canadian Quilter Newsletter

Audience – Member 2500 x 1 per month

Audience – General 8000 x 1 per month

DIGITAL: eNewsletters		Per month
MEMBER X 2/mth	720 px x 240 px	\$150/mth
GENERAL x 1/mth	720 px x 240 px	\$175/mth
CANADIAN QUILTER x 1/mth	720 px x 240 px	\$250/mth

DIGITAL: 2025 Deadlines & Specifications

Quarter	Booking	Artwork	Distribution
Q1	November 30	December 15	Jan, Feb, Mar
Q2	February 30	March 15	Apr, May, June
Q3	May 30	June 15	July, Aug, Sep
Q4	August 30	September 15	Oct, Nov, Dec

Artwork Resolution: 72 dpi

File Type: web-resolution PNG

Hyperlink URL: link to your website

Email to: editor@canadianquilter.com

DIGITAL: eNewsletters

Horizontal Banner:

720 px x 240 px

Placement: Below Introduction

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 December 31, 2025.

Quilters are Engaged!

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

- Open rates for the Member newsletters are consistently **75-80%**, and for the General newsletter **55-60%**.
- Click rates for Members average **15-30%**, and for General **7-13%**.

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



Lois Tuffin, Editor

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www.canadianquilter.com

GST/HST applicable. GST # 89443 3663 RT

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