



# MEDIA KIT 2024







## CONTACT US TODAY!

**Daniela Torelli ,**  
Account & Product Specialist

daniela.torelli@cwbgroup.org  
1-800-844-6790 ext 203



## WHO WE ARE

The CWB Group is an industry-supported private sector organization providing welding certification, management systems registration and training services to over 10,000 companies in 59 countries. Our company delivers multi-faceted services through its various divisions: CWB Certification, CWB Education, CWB Registration, CWB Consulting, CWB Association and the CWB Welding Foundation. Having seen substantial growth over the past 15 years, the CWB Group boasts a wide variety of products and services that provide unparalleled support to the welding and joining industries in Canada and internationally. Being one of the largest and most respected

players in the industry, the CWB Group offers high standards in welding certification, education, safety, and membership.

The CWB Group prides itself on being innovative in its services and highly responsive to our clients' needs. The organization has made notable contributions to the high level of competence enjoyed by industries and employing welding and joining tradespeople. Plus, the consistent progress in welding technology, as well as the reliability of welded products, is unparalleled.

The CWB Group: Proudly serving the  
Welding Industry for over 75 years.



## OUR MISSION

Serve the Canadian public and welding sector by providing innovative and globally relevant certification, knowledge and technical expertise.

## OUR VISION

To enhance public safety by being the trusted global leader of welding knowledge, driving a diverse and robust sector in Canada.







## SPONSORSHIP OPPORTUNITIES

## MEDIA KIT 2024



## CANWELD CONFERENCE 2024 Sponsorship Packages

**Note:** Every sponsor logo will be posted on the event website and there are no tabletop displays available at this Conference.

### ☐ PLATINUM SPONSOR (\$7,000)

- Logo on Tote Bags for all attendees
- Full Page Ad in Event Program
- Logo on Podcast Area signage
- Social Media Coverage (LinkedIn, Facebook, Twitter, Instagram)
- Mention in CHANNEL Newsletter (Monthly)
- Events E-Blast- Mention (Bi-Weekly)

### ☐ GOLD SPONSOR (\$5,000)

- Official "Podcast Booth" Sponsor
- Full Page Ad in Event Program
- Logo on Podcast Area signage
- Social Media Coverage (LinkedIn, Facebook, Twitter, Instagram)
- Mention in CHANNEL Newsletter (Monthly)
- Events E-Blast- Mention (Bi-Weekly)

### ☐ V.I.P SPONSOR (\$5,000)

- VIP Evening After Party at Separate Location
- Logo on Silicone Bracelets
- Logo on Room Signage
- Includes 2 Drink Tickets per attendee and appetizers
- Speaking Opportunity Available
- Social Media Coverage (LinkedIn, Facebook, Twitter, Instagram)
- Mention in CHANNEL Newsletter (Monthly)
- Mention in Events E-Blast (Bi-Weekly)

### ☐ SILVER SPONSOR (\$3,000)

- Logo in Conference Area
- Full Page Ad in Event Program
- Logo on Podcast Area signage
- Social Media Coverage (LinkedIn, Facebook, Twitter, Instagram)
- Mention in CHANNEL Newsletter (Monthly)
- Events E-Blast- Mention (Bi-Weekly))

### ☐ BRONZE SPONSOR (\$2,000)

- Logo on Plenary Area signage
- Logo on Podcast Area signage
- Social Media Coverage (LinkedIn, Facebook, Twitter, Instagram)
- Mention in CHANNEL Newsletter (Monthly)
- Events E-Blast- Mention (Bi-Weekly)

### ☐ CONFERENCE PANEL SPONSOR (\$1,000)

- Fabtech Main Stage Signage (2 opportunities ONLY) (Size TBD)
- Logo on Podcast Area signage
- Social Media Coverage (LinkedIn, Facebook, Twitter, Instagram)
- Mention in CHANNEL Newsletter (Monthly)
- Events E-Blast- Mention (Bi-Weekly)

### ☐ GIFT IN KIND SPONSOR (min \$500 value)

- Social Media Coverage (LinkedIn, Facebook, Twitter, Instagram)
- Mention in CHANNEL Newsletter (Monthly)
- Events E-Blast- Mention (Bi-Weekly)

### ☐ WELDING INDUSTRY DAY VIRTUAL SPONSOR \$500

### ☐ WELDING INDUSTRY DAY GIFT IN KIND SPONSOR (MINIMUM \$250 VALUE)

► **Educators Conference**  
For more information,  
please contact Mohamed Zayani  
at [mohamed.zayani@cwbgroupp.org](mailto:mohamed.zayani@cwbgroupp.org)







## ADDITIONAL ADVERTISING PACKAGES

### SOCIAL DIGITAL ADVERTISING (\$500/1month OR \$5,100/year)

- A weekly social post that runs on the CWB Group Facebook and LinkedIn pages (4/month, provides optimal advertising exposure)
- Facebook and LinkedIn ad size: 1200 pixels wide X 630 pixels high, jpg format
- A monthly Channel E-newsletter ad
- Reaching 81,000 CWBA members, sent twice monthly
- Channel AD size: 290 px wide by 200 px tall image: max of 50 words
- Complimentary - Content sharing - Tag @cwbgroupwelding and we will re-share your content

### MARKETPLACE AD (\$3,600 annually)

- Business card size ad that links to your homepage
- Steady advertising exposure, connect with your audience and get more exposure for less
- Final format for Marketplace AD is 360 pixels in width and 240 pixels in height **(BEST VALUE)**

☐ 1 MONTH - \$500 ☐ 6 MONTHS - \$400/MONTH = \$2,400 ☐ 12 MONTHS - \$300/MONTH = \$3,600

### CWB ASSOCIATION PODCAST

- 30,000 Downloads
- 350 Downloads a week on average and climbing

- 43% of our listenership is in the USA
- 87% Listenership in North America

#### ☐ 6-MONTH AD PLACEMENT

- Includes: 20-24 episodes
- Your script read by our host (30-45 second script)

☐ Pre-Roll Ad: \$800 (2 spots available)

☐ Mid-Roll Ad: \$1000 (2 spots available)

☐ Post-Roll Ad: \$600 (2 spots available)

#### ☐ 12-MONTH AD PLACEMENT **(BEST VALUE)**

- Includes: 40-50 episodes
- Your script read by our host (30-45 second script)

☐ Pre-Roll Ad: \$1000 (2 spots available)

☐ Mid-Roll Ad: \$1200 (2 spots available)

☐ Post-Roll Ad: \$800 (2 spots available)

### CHAPTER SEED BOX PROGRAM

- Co-Brand on promotional items with CWB Association
- Dispersed to all 18 CWBA Chapters for events in their communities & schools
- Bilingual in French/English
- All ordering and shipping will be handled by the CWBA

#### ☐ GOLD SPONSOR (\$3,000)

- Choice of Briefcases, Mug Blooming Pots, or Portfolios
- Quantity of 150-500

#### ☐ SILVER SPONSOR (\$2,000)

- Choice of Water Bottles, Note Pads, or Sunglasses
- Quantity of 500-1,000

#### ☐ BRONZE SPONSOR (\$1,000)

- Choice of Lanyards, Construction Pencils, or Rulers
- Quantity of 1,000

**24-7 ONLINE PRESENCE**  
Leverage the CWB Group to tap into the Canadian welding marketplace.

- **in** 19.9 K followers
- **f** 8.9 K followers
- **CWB website** 200K views (monthly average)





# CANADIAN WELDING & LIFESTYLE MAGAZINE



## WELD MAGAZINE (Both Print & Digital)

### PREMIUM AD SPOTS (Limited opportunities available)

- ☐ Back Cover (\$3,850)
- ☐ Inside Front Cover (\$2,750)
- ☐ Inside Back Cover (\$2,750)
- ☐ Inside Opposite Front Cover (\$2,750)
- ☐ Inside Opposite Back Cover (\$2,750)

### REGULAR AD SPOTS

#### FULL PAGE

- ☐ FP 1x (\$2,750)
  - ☐ FP 2x (\$2,600)
  - ☐ FP 3x (\$2,475)
  - ☐ FP 4x (\$2,290) full commitment
- Ad

Trim: 8.5" w x 11" h  
Bleed: 8.625" w x 11.25" h  
Type safety: 7.5" w x 10" h

#### HALF PAGE

- ☐ HP 1x (\$1,605)
  - ☐ HP 2x (\$1,530)
  - ☐ HP 3x (\$1,440)
  - ☐ HP 4x (\$1,365) full commitment
- Ad

7.5" w x 4.875" h

#### QUARTER PAGE

- ☐ QP 1x (\$990)
  - ☐ QP 2x (\$935)
  - ☐ QP 3x (\$890)
  - ☐ QP 4x (\$835) full commitment
- Ad

3.666" w x 4.875" h

### ANNUAL PACKAGE

- Full Page= \$9,160
- Half Page= \$5,460
- Quarter Page= \$3,340

Receive a complimentary web marketplace ad (\$3,600 value)  
**Take advantage of our great savings!**

## WELD<sup>+</sup>

### Canadian Welding & Lifestyle Magazine

WELD is a leading Canadian Bilingual technical welding magazine that offers relevant and informative content that highlights welding practices, professionals, education, news, research, and lifestyle. WELD is a high-quality publication that continues to hold its rank with its readers.

**Our readers are educated, professional, skilled, and engaged.**

**81,000** Members    **7,600** + Certification clients  
**77** Countries    **18** Chapters

### Extend your digital reach - for free.

Receive complimentary website/video linkages in our online edition with the purchase of your Ad space. The CWB Group website averages 200K views monthly. View WELD online through your FREE myCWB account.

### Global reach

WELD reaches locations all across the world.

### Flexible advertising options

direct connectivity to consumers seeking solutions.

### Grow your product awareness

target your consumer and sell more products.

### Bilingual reach

receive complimentary ad space in our French publication







SPRING SUMMER  
FALL WINTER

# WELD<sup>+</sup> SEASONS

■ **SPRING 2024**  
Vol.7, No. 25

Published: March  
Material submission:

Articles due January 2nd  
Advertisements due January 2nd

■ **SUMMER 2024**  
Vol.7, No. 26

Published: June  
Material submission:

Articles due April 1st  
Advertisements due April 1st

■ **FALL 2024**  
Vol.7, No. 27

Published: September  
Material submission:

Articles due July 2nd  
Advertisements due July 2nd

■ **WINTER 2024**  
Vol.7, No. 28

Published: December  
Material submission:

Articles due October 1st  
Advertisements due October 1st

**HAVE A COMMENT OR AN ARTICLE TO PUBLISH?**  
REACH OUT TO THE PUBLICATION TEAM AT: [editor@cwbggroup.org](mailto:editor@cwbggroup.org)

## PUBLISHING OPPORTUNITIES

We are looking for articles/news stories/welding projects relevant to the industry. Topics should be applicable to the industry and may reference specific brands, products and services but it must not be a direct endorsement.

### ARTICLE GUIDELINES:

- Word document file  
(word count in the range of 1,000 - 2,000 words)
- Images - high resolution, 300 dpi jpeg format

For advertising  
opportunities contact:

**DANIELA TORELLI**  
[daniela.torelli@cwbggroup.org](mailto:daniela.torelli@cwbggroup.org)  
1-800-844-6790 ext 203

Article submissions  
can be sent to:

**WELD EDITOR**  
[editor@cwbggroup.org](mailto:editor@cwbggroup.org)



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SEND CONTRACTS TO:

**Daniela Torelli**  
Account & Product Specialist  
daniela.torelli@cwbgroup.org  
1-800-844-6790 ext 203

CWB GROUP • 8260 Parkhill Drive • Milton • Ontario • L9T 5V7  
1.800.844.6790 • [www.cwbgroup.org](http://www.cwbgroup.org)

## ADVERTISING & SPONSORSHIP PACKAGE AGREEMENT

1. Advertisements – means the graphic file supplied by an advertising client.
2. Advertiser /Sponsor – means the individual or entity listed on the front page of this agreement.
3. Advertising Frequency/Schedule – CWB Group – Industry Services reserves the right to change or amend the frequency and distribution schedule for any of its media channels.
4. Advertising Space – means the space reserved on CWB Group – Industry Services media channels.
5. Prices - All amounts are payable in Canadian dollars /US funds depending on Country of origin. Prices DO NOT include applicable tax(es).
6. Right to refuse unacceptable advertising – CWB Group – Industry Services and/or its agents reserves the right to refuse any advertisement it deems inappropriate or that does not conform to its graphic, editorial or corporate specifications. CWB Group – Industry Services and/or its agents will not accept any material that includes pornography, violence or hate (this is not an exhaustive list). All graphics must be within the file size and dimension restrictions listed in the media guide. CWB Group – Industry Services and/or its agents may request changes to any advertisement it deems unacceptable. Such a request does not constitute a termination of this agreement and will not affect the enforceability of any of its provisions.
7. Responsibility of copy – The Advertiser /Sponsor agrees to indemnify and save harmless CWB Group – Industry Services and /or its agents from any liability, loss and expense of any nature arising out of the display of any graphics, text, display and illustrations supplied by the Advertiser /Sponsor.
8. Start Date – means the first date the Advertisement(s) appears on the CWB Group – Industry Services website.
9. Term Guarantee – CWB Group – Industry Services guarantees that the advertising space specified on this agreement will be available for the length of time (start date to renewal date, as noted on the front of this agreement) stipulated herein. In the case of a change of schedule or channel termination (clause 3), formal notice will be given.
10. Upgrading of advertisement – after entering into this agreement, the Advertiser /Sponsor may request an upgrade of the advertisement space no later than ten business days prior to the mid-point of the agreement from the start date indicated on the front of the agreement. An upgrade of advertisement space will constitute a termination of this agreement and a commencement of a new agreement at the rates and on the terms in effect at the time of the upgrade. The upgrade will commence at the mid-point of this agreement from the start date. The difference between the former advertising rate and the new advertising rate will be calculated and invoiced to the Advertiser /Sponsor accordingly. The Advertiser /Sponsor may not request a downgrading of advertising space during the tenure of the agreement. Any requested changes must be received in writing.
11. The Advertiser /Sponsor is responsible to pay CWB Group – Industry Services for all contracted advertising spaces (s).
12. Cancellation of agreement at any point will be subject to a 25% fee applicable to the total.

Name _____	Date _____ / _____ / _____
Title _____	
Company _____	Day _____ month _____ year _____
Telephone No. _____	
E-mail _____	
_____ Signature of Advertiser / Sponsor	
Max Ceron, Director, CWB Association	
<input type="checkbox"/> I have read and agree to the Terms & Conditions and have authorized and completed the WELD/Sponsorship Order Form.	