

CPRS 2026 DIGITAL ADVERTISING & VISIBILITY

National reach across CPRS platforms, programs and professional channels.

The Canadian Public Relations Society connects communications and public relations professionals across Canada through national programs, research, professional development and signature events. Our digital platforms provide trusted, direct access to this national professional audience. Whether promoting graduate programs, government initiatives, recruitment campaigns or professional services, CPRS offers structured visibility aligned with the profession.

DIGITAL ADVERTISING OPPORTUNITIES

Website & Program Page Placement

Placement	Term	Member	Non-Member
Leaderboard Banner (728×90)	1 month (3 month minimum)	\$1,250 / month	\$1,500 / month
Medium Rectangle (300×250)	1 month (3 month minimum)	\$900 / month	\$1,080 / month
Program Landing Page Banner	1 month	\$1,400	\$1,680

Placement may align with national programs including Conference, Awards, Accreditation, CPRS Week and Thought Leadership and Professional Development Learning initiatives.

CPRS Communiqué (National Monthly E-Newsletter)

Placement	Frequency	Member	Non-Member
Banner Ad (600×100)	Per issue	\$600	\$720
Square Ad (250×250)	Per issue	\$400	\$480
Featured Sponsored Placement	Per issue	\$850	\$1,020

Dedicated Email

Placement	Member	Non-Member
Dedicated Exclusive E-Blast	\$1,500	\$1,800
Sponsored Placement within CPRS Campaign E-Blast	\$600	\$720
Featured Sponsored Placement	\$850	\$1,020

Sponsored Content & Social

Placement	Member	Non-Member
Sponsored Article (Website + Communiqué)	\$500	\$650
LinkedIn Post	\$500	\$600
LinkedIn Series (3 posts)	\$1,250	\$1,500
Video Post (up to 1 minute)	\$750	\$900
Social Media Takeover (24 hour)	\$1,750	\$2,100

CAMPAIGN & VISIBILITY PACKAGES

Integrated placements designed for recruitment, program promotion, research releases and service visibility.

Package	Includes	Member	Non-Member
Digital Starter	1 Communiqué Banner + 1 LinkedIn Post	\$950	\$1,150
Campaign Amplifier	1 Dedicated E-Blast + 2 Communiqué Banners + 1 LinkedIn Post	\$2,850	\$3,400
Program Spotlight	1 Sponsored Article + 2 LinkedIn Posts + 1 Program Landing Page Banner (1 month)	\$2,450	\$2,900

NATIONAL DIGITAL PARTNERS

Annual Strategic Alignment | Limited Availability

Feature	Silver	Gold	Platinum
Banner Placement	6 Months	12 Months	12 Months
Communiqué Ads	4	6	6
LinkedIn Posts	3	4	4
Dedicated E-Blast	—	1	1
Sponsored Article	—	—	1
Sponsored Webinar	—	—	1
Conference Digital Recognition	—	—	Included
Logo Recognition	Included	Included	Included
Member Rate	\$9,500	\$14,500	\$17,500
Non-Member Rate	\$11,000	\$17,000	\$20,000

CPRS NATIONAL REACH



National Membership **+2,000**



Monthly Communiqué Distribution **+6500**



LinkedIn Audience **+17,000**



Annual Conference Attendance **+225**



Awards Program Participation **+160 entrants**



E-blast and newsletter open rates **+35%**

All pricing in Canadian dollars. Applicable taxes apply to advertising placements. Programs purchased in 2026 run for a 12-month term from start date unless otherwise agreed.

Rates valid through December 31, 2026. communications@cprs.ca