



Canadian Renewable
Energy Association
WIND. SOLAR. STORAGE.

Association canadienne
de l'énergie renouvelable
ÉOLIEN. SOLAIRE. STOCKAGE.

MEDIA KIT

ADVERTISE WITH CANREA, THE VOICE OF
CANADA'S RENEWABLE ENERGY AND
ENERGY STORAGE INDUSTRY!

INSIDE:

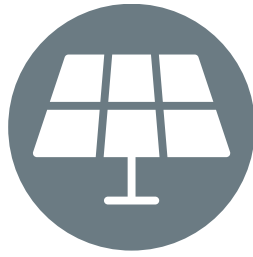
- CANREA E-NEWSLETTER ADVERTISING
- CANREA SOCIAL MEDIA (SPONSORED CONTENT) ADVERTISING
- CANREA INDUSTRY DIRECTORY (WEBSITE) ADVERTISING
- CANREA GO SOLAR GUIDE ADVERTISING
- CLEAN ENERGY JOBS CANADA WEBSITE



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ARE YOU LOOKING TO EXPAND YOUR REACH IN CANADA'S EXCITING RENEWABLE-ENERGY AND ENERGY STORAGE SECTOR?

When you advertise with the Canadian Renewable Energy Association (CanREA), you showcase your products and services to a highly targeted and engaged audience. Position your ad alongside trusted content to engage CanREA's **37,000+** social media followers, **14,000+** newsletter subscribers, and **400,000+** website visitors. CanREA's network of **300+** member companies include Canada's top asset owners, developers, operators, distributors and installers, who are active in the wind energy, solar energy and energy-storage industries from coast to coast, and beyond. Show the industry that you support the growth of Canadian renewable energy and energy storage!

YOUR CANREA ADVERTISEMENT WILL:

- Raise your company's profile and visibility.
- Promote your products and services to CanREA's vast and engaged network.
- Show that you support the growth of Canada's renewable energy and energy storage industry!

YOUR ADVERTISING OPPORTUNITIES INCLUDE:

- CanREA e-newsletters
- CanREA social media (sponsored content)
- CanREA industry directory (website)
- CanREA Go Solar Guide advertising
- Clean Energy Jobs Canada website

MEMBER DISCOUNT

CanREA Members* are eligible for a discount on rates. (*at the Megawatt level and above)

TERMS & CONDITIONS

Read the CanREA advertising terms and conditions [here](#).

GET YOUR QUOTE!

Custom advertising packages are available to suit your needs:

Contact Julie Mair (CanREA's Director of Membership & Business Development):

sales@renewablesassociation.ca





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CANREA E-NEWSLETTER ADVERTISING

Power Together is CanREA's external newsletter, a bimonthly publication providing industry updates and information about renewable energy and energy storage across Canada to **14,000+** subscribers.

POWER TOGETHER

Wind.Solar.Storage



BENEFITS OF CANREA E-NEWSLETTER ADVERTISING:

- Raise your company's profile and visibility: Potential reach: **14,000+** subscribers.
- Highly targeted distribution to subscribers interested in Canada's renewable energy and energy storage industry.
- Your ad is positioned alongside trusted CanREA content.
- Click-through traffic is driven to the URL (web page) of your choice.
- Affordable rates and member discounts.
- CanREA's e-newsletters are CASL-compliant.
- Promote your products and services to CanREA's vast and engaged network.
- Show that you support the growth of the Canadian renewable energy and energy storage industry!

RATES AND SPECS

TYPE	MEMBER PRICING	NON-MEMBER PRICING	SIZE	FILE TYPE	FILE SIZE	NOTES
Top Banner Ad	\$800	\$1000	800 x 150	GIF, PNG, JPG	1 Mb	Graphic only 1 per newsletter
Middle Ad	\$600	\$800	400 x 150	GIF, PNG, JPG	1 Mb	Graphic only 2 per newsletter
Market Place	\$400	\$600	200 x 150	GIF, PNG, JPG	1 Mb	Graphic only 3-4 per newsletter
Sponsored Content	\$1000	\$1300	800 x 150	GIF, PNG, JPG	1 Mb & 50-100 words	"Promoted by (your company)" Short text 1 per newsletter
Featured Whitepaper	\$1200	\$1500	800 x 150	GIF, PNG, JPG	1 Mb & 50-100 words	Short description logo 1 per newsletter

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CANREA SOCIAL MEDIA ADVERTISING (SPONSORED CONTENT)



Your advertisement appears as a post on CanREA's social media platform, clearly marked as "Sponsored Content."



BENEFITS OF CANREA SOCIAL MEDIA ADVERTISING:

- Raise your company's profile and visibility: Potential reach: CanREA's **37,000+** followers.
- Highly targeted distribution to followers with interest in Canada's renewable energy and energy storage industry.
- Your ad is positioned alongside trusted CanREA content.
- Click-through traffic is driven to the URL (website) of your choice.
- Affordable rates and member discounts.
- Promote your products and services to CanREA's vast and engaged network.
- Show that you support the growth of Canada's renewable energy and energy storage industry!

RATES AND SPECS:

CanREA social media advertising (sponsored content) packages start at \$250.

TYPE	MEMBER PRICING	NON-MEMBER PRICING	SIZE	FILE TYPE	FILE SIZE	NOTES
Twitter	75\$/ per post*	\$100/ per post per week*	1024 x 512 px	GIF, PNG, JPG	1 Mb	280 character limit
LinkedIn	75\$/ per post*	\$100/ per post per week*	1024 x 512 px	GIF, PNG, JPG	1 Mb	3000 character limit

**Must have a minimum of 3 posts*

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CANREA'S INDUSTRY DIRECTORY (WEBSITE) ADVERTISING

Put your brand at the forefront:

Advertise on the main page of CanREA's industry directory, a listing of all CanREA's **300+** member companies.

SPECS

SIZE	FILE TYPE	FILE SIZE
1024 x 512 px	PNG, JPG	1 Mb
728 x 90	PNG, JPG	1 Mb

BENEFITS OF ADVERTISING IN CANREA INDUSTRY DIRECTORY:

- Raise your company's profile and visibility: Potential reach: **27,000 visitors to CanREA's member directory page, viewed by thousands of visitors daily.**
- Highly targets people with an interest in Canada's renewable energy and energy storage industry.
- Your ad is positioned alongside trusted CanREA web content.
- Click-through traffic is driven to the URL (website) of your choice.
- Affordable rates and member discounts.
- Promote your products and services to CanREA's vast and engaged network.
- Show that you support the growth of the Canadian renewable energy and energy storage industry!

RATES

Advertising on the CanREA Industry Directory is available for \$900 to \$1700 per package (introductory pricing). Choose among three prime advertising areas: Top Ad, Side Ad, Bottom Ad. Your ad will run for a minimum of 2 weeks: 30 days and longer time periods are available. Prices depend on location and duration of ad.

TYPE	MEMBER PRICING	NON-MEMBER PRICING
14 days, top ad	\$900	\$1200
14 days, side ad	\$900	\$1200
30 days, top ad	\$1500	\$2000
30 days, side ad	\$1500	\$2000
Longer time	custom	custom

**Pricing will increase for 2025.*

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CANREA'S GO SOLAR GUIDE ADVERTISING

The CanREA Go Solar Guide promotes residential solar to Canadian homeowners and small business owners. It is available to download from CanREA's public-facing website (**400,000+** visitors per year) and promoted on social media by CanREA, CanREA's partner organizations, and all CanREA's solar installer members.



Go Solar Guide 2023



Member Directory

CANREA'S SOLAR INSTALLER DIRECTORY
CanREA's Go Solar Guide includes a directory of solar installers, updated every year. All go solar guide (June 2023), it lists 45 solar installers, all CanREA members in good standing who have signed the CanREA Member Code of Conduct. The directory is organized geographically by province, with a search function to find a solar installer by location. The directory is updated annually to reflect the most current information and contact details, and includes the province, city, and website for each installer.



BENEFITS OF ADVERTISING IN CANREA'S GO SOLAR GUIDE:

- Raise your company's profile and visibility: Reach hundreds of potential customers who download the Go Solar Guide.
- Highly targeted to Canadian homeowners with an interest in installing residential solar.
- Your ad is positioned alongside trusted CanREA web content.
- Click-through traffic is driven to the URL (website) of your choice
- Affordable rates and member discounts.
- Promote your products and services to CanREA's vast and engaged network
- Show that you support the growth of the industry!

RATES AND SPECS

Six advertising options are available: A limited number of full-page, half-page and quarter-page ad spaces are available in the Go Solar Guide, plus three premium ad placements: one (1) Outside Back Cover ad, one (1) Inside Front Cover ad, and one (1) Inside Back Cover. Pricing ranges from \$1,350 to \$4,250 depending on size and location. All non-members are subject to a \$1000 surcharge.

TYPE	MEMBER PRICING	NON-MEMBER PRICING	SIZE	FILE TYPE	ADDITIONAL SPECS	CROPMARKS
Full page	\$3250	\$4350	8.5x11	High res PDF (300dpi)	CMYK colour	0.25 inch bleed
Half page	\$2250	\$3550	8.5 x 5	High res PDF (300dpi)	CMYK colour	0.25 inch bleed
Quarter page	\$1350	\$2350	5.45x3.25	High res PDF (300dpi)	CMYK colour	0.25 inch bleed
Outside back cover	\$4250	\$5250	8.5x11	High res PDF (300dpi)	CMYK colour	0.25 inch bleed
Inside front cover	\$3850	\$4850	8.5x11	High res PDF (300dpi)	CMYK colour	0.25 inch bleed
Inside back cover	\$3850	\$4850	8.5x11	High res PDF (300dpi)	CMYK colour	0.25 inch bleed

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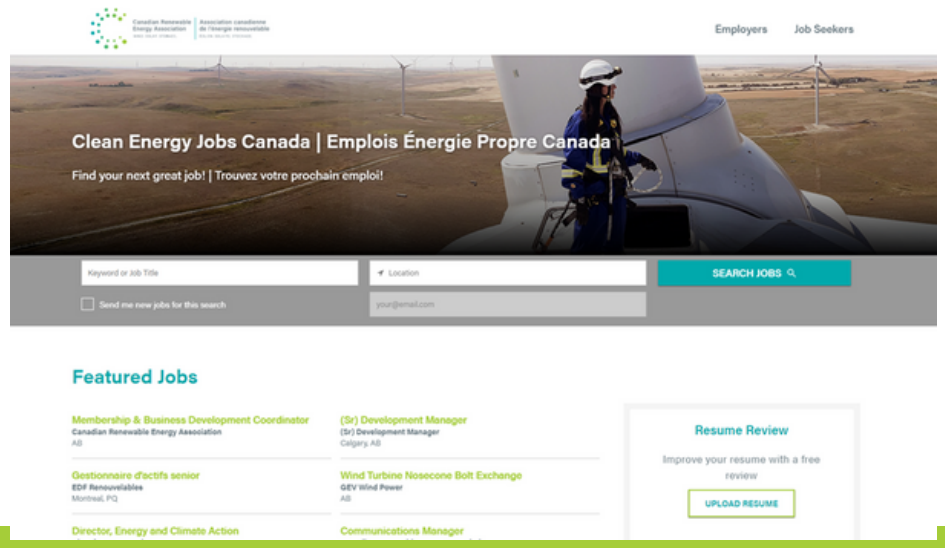
CLEAN ENERGY JOBS CANADA

JOB LISTINGS

Are you hiring? Post your available positions on Clean Energy Jobs Canada! CanREA's careers website aims to help accelerate the recruitment of more skilled workers into our growing industry, as part of CanREA's work to mitigate the labour shortage.

BENEFITS OF ADVERTISING ON CANREA'S CLEAN ENERGY JOBS CANADA WEBSITE:

- CanREA's site is laser-focused on Canadian jobs in the clean-energy sector.
- Featured jobs are cross-promoted on CanREA's website and in CanREA's newsletter.
- Launched in October 2023 in partnership with YM Careers, who run other industry-specific job sites in Canada, as well as American Clean Power's job site in the US.



RATES AND SPECS

Are you a CanREA Member?

Be sure to visit the member-only area for your discount code to receive **25% off** job postings & banner ads.

JOB POSTING TYPE	MEMBER PRICING	NON-MEMBER PRICING
30 day job posting	\$149	\$199
Job flash package	\$260	\$349
Premium job flash	\$375	\$499
30 days + Energy job board network	\$412	\$549
5 pack (30 day)	\$599	\$799
10 pack (30 day)	\$1,124	\$1,499

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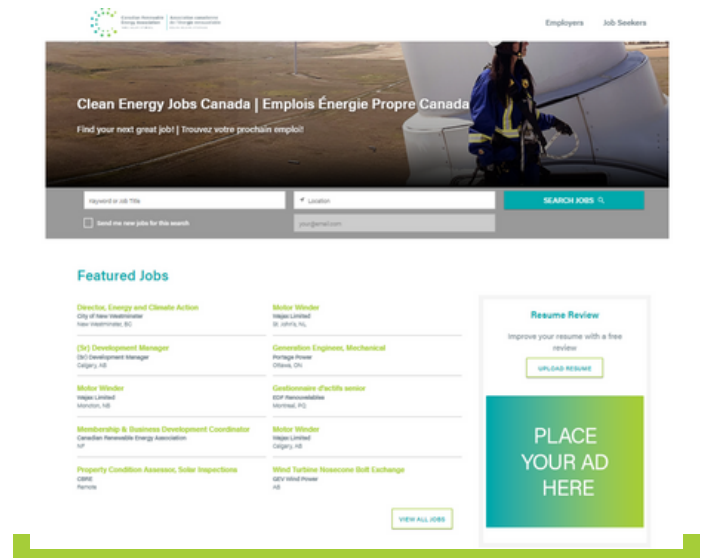
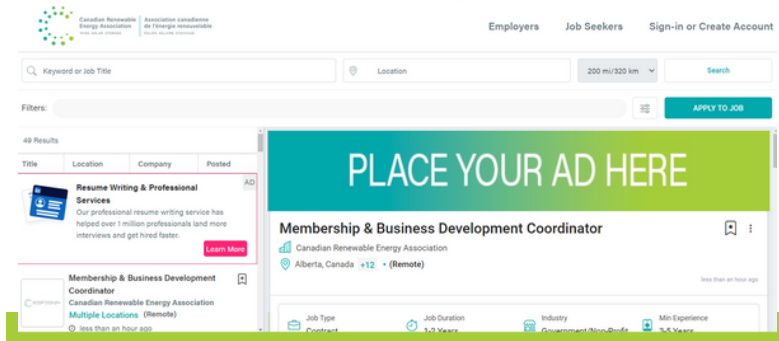
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CLEAN ENERGY JOBS CANADA (CONTINUED)

BANNER ADS



RATES AND SPECS

BANNER ADS	MEMBER PRICING	NON-MEMBER PRICING	SPECS	FILE TYPE
Banner ad (30 day)	Home page \$525 Internal page \$450	Home page \$699 Internal page \$599	Horizontal Ad: 728 x 90 Square Banner Ad: 300x300, 250x300, 250x250, 300x250	JPG or PNG
Banner ad (60 day)	Home Page \$1,124 Internal Page \$1,050	Home page \$1,499 Internal page \$1,399	Horizontal Ad: 728 x 90 Square Banner Ad: 300x300, 250x300, 250x250, 300x250	JPG or PNG
Banner ad (6 months)	Home page \$1,950 Internal page \$1,873	Home page \$2,599 Internal page \$2,499	Horizontal Ad: 728x90 Square Banner Ad: 300x300, 250x300, 250x250, 300x250	JPG or PNG

I want to post a job or place a banner ad on [CleanEnergyJobs.ca!](https://www.cleaneconomyjobs.ca/)

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