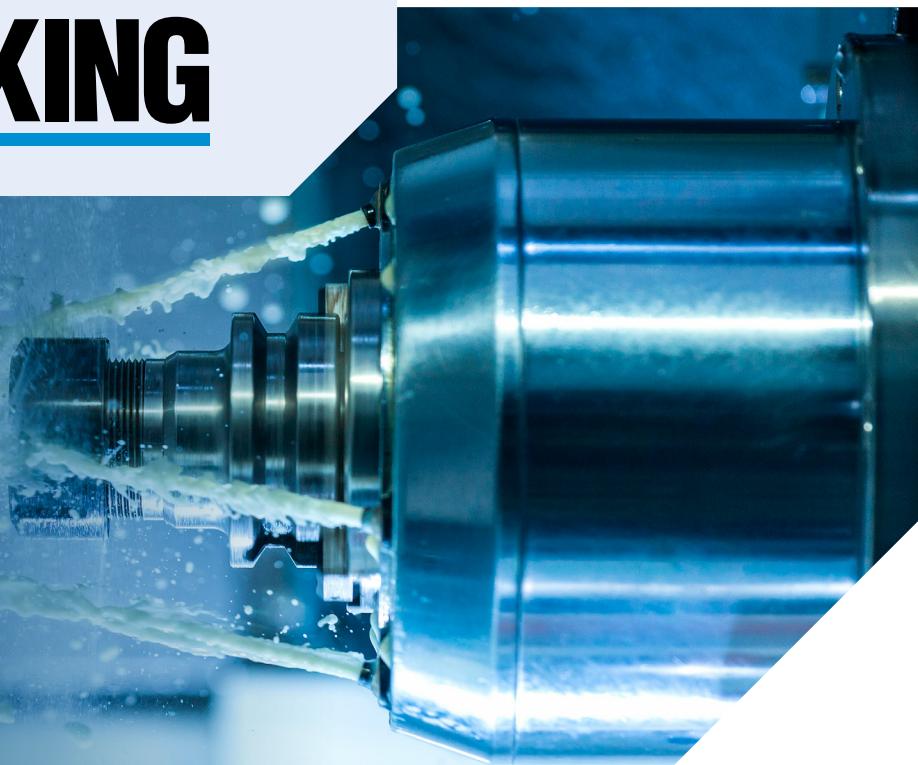


# CANADIAN METALWORKING

## BRAND PARTNERSHIP SPRINT



### Let's Create a Partnership.

This one-week opportunity leverages a tailored digital experience to get eyes on your latest product. Using the framing and voice of Canadian Metalworking, we'll work with you on making sure key decision-makers are getting a high-impact experience.

## TELL YOUR BRAND'S STORY WITH CANADIAN METALWORKING.

### AVERAGE RESULTS\*



**Thru-Plays:** 67,277  
(15 seconds or more)



**50% Views:** 89,649



**Social Reach:** 132,944



**Social Impressions:** 221,286



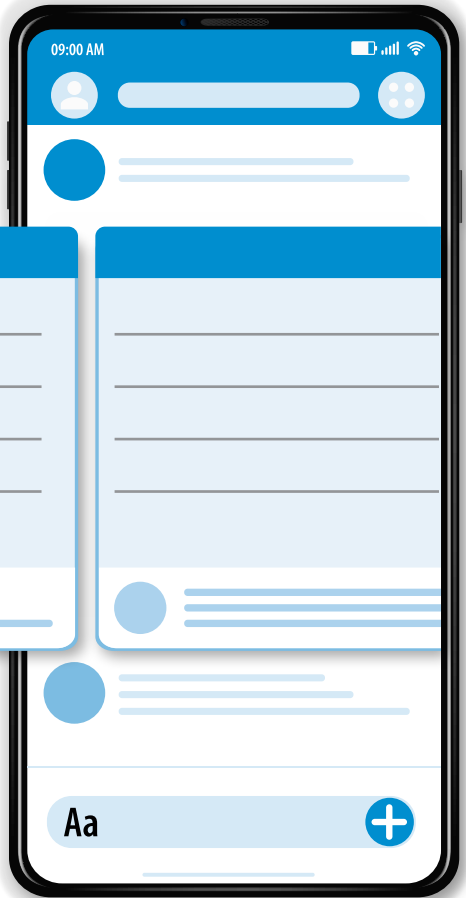
**Email Opens:** 1,330

\*Publisher's own data from January 2023 - December 2023.

# BRAND PARTNERSHIP SPRINT

Choose the platform that's right for your brand - **Facebook or LinkedIn** - or utilize both.

Digital Element	Frequency Total
Content Media	1
Organic Social Media Post	1
Email	1
Social Media Paid	Duration
Performance Report	End



## CASE STUDY: Brand Partnership Video

Video content at 1:00 playtime.

- Sprint length: 1 week
- More than 167,000 people watched at least 15 seconds of the video.
- 1,486 people opened the email. (28.52% open rate)
- 91,423 people saw the content on Facebook.

## BRAND PARTNERSHIP SPRINT GUIDELINES

For content media, we recommend using a video or article.

### Video Guidelines:

- Video content for Brand Partnership Sprints should be 30 seconds or less if it is only promoting a product (commercial content) and there should be a clear call to action (CTA).
- Video content longer than 1 minute should answer the question "how does this product/ad solve a customer's problem?"

### Article Guidelines:

- Article content for Brand Partnership Sprints should be original content written for this program.
- Articles used for Brand Partnership Sprints should not be posted anywhere else online prior to or after the Sprint.

### General Guidelines:

- For the Facebook Brand Partnership Sprint, sponsor must have a Facebook page that we can tag as a branded content partner.
- For the LinkedIn Brand Partnership Sprint, sponsor must have a LinkedIn page that we can tag as a branded content partner.