

CANADIAN METALWORKING

PRODUCT OFFERINGS

TARGETED DIGITAL ADVERTISING

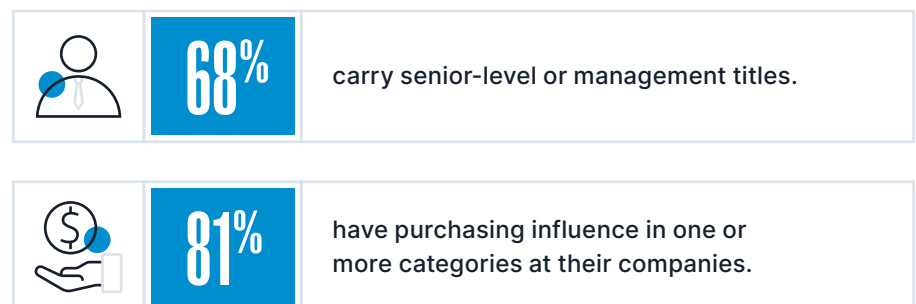
Targeting the right B2B audience is challenging.

Ad networks like Google can deliver your message to a massive consumer audience, but keyword and contextual advertising campaigns take time to set up, monitor and tune. These campaigns can easily deliver impressions to people who aren't qualified to purchase your products.

We help deliver your message to the right audience with our first-party audience data.

Canadian Metalworking's subscribers are qualified to purchase your products.

OUR SUBSCRIBERS*



*Harvey Research, Inc., survey — January 2023 issue.

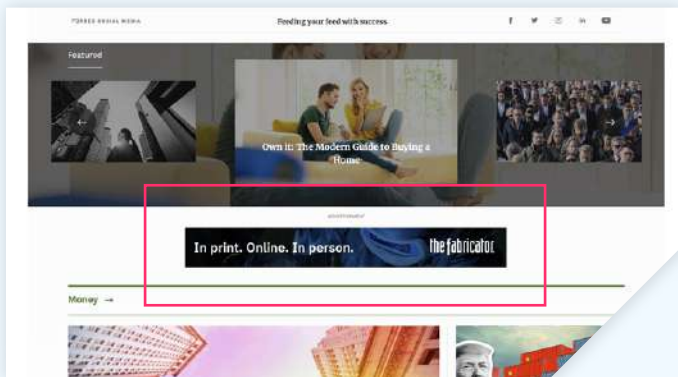
PROGRAMMATIC ADVERTISING

Reach your customers across the web on the sites where they're most active. Our team will help you choose the right audience from our database. You pick the format that's right for your brand — **Display** or **Native** — and we'll get your message in front of our qualified audience.

Programmatic ads are the perfect pairing for a Single-Sponsor Custom E-Blast. Target the same audience to reinforce the message to those who opened the email – and also reach the often 70% of the list who didn't.

DISPLAY

From **\$2,625***

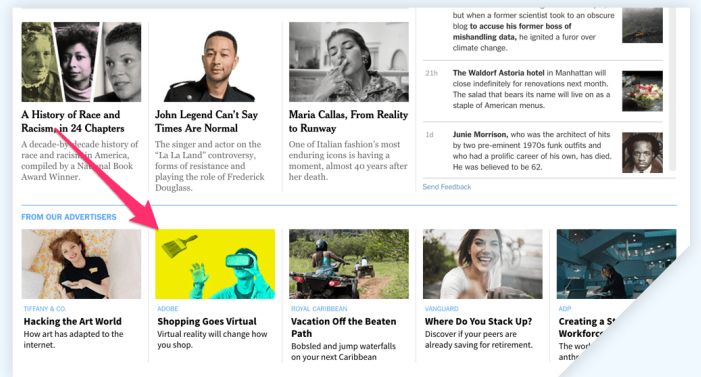


Increase your brand's visibility and drive more traffic to your website. These highly customizable banner ads can be designed to match your brand's aesthetic, ensuring that your message resonates with your target audience.

*75,000 monthly impressions. Additional impressions at \$35 cost per thousand.

NATIVE

From **\$3,375***



Designed to look and feel like the content around them, native ads blend seamlessly into the user's browsing experience, making them less intrusive. For best performance, we recommend showcasing a quality piece of content like an article, white paper, or case study.

*75,000 monthly impressions. Additional impressions at \$45 cost per thousand.

LEAD GENERATION

\$175
per lead

Struggling to find prospects? Let us deliver top-of-funnel Marketing Qualified Leads to your team.

By combining our data with Bombora intent data, we're able to identify potential customers who are actively researching a purchase. You provide a quality piece of content for a landing page – like a white paper, case study, or infographic. We will capture the contact information, including their consent to be contacted.

Once you receive your leads, we recommend a nurture campaign of at least seven touchpoints over the following weeks to ensure they are primed to take your call. We strongly advise against cold calling.