

# Ostomy Canada Society's Webinar and Website Advertising Media Program

This media and sponsorship guide outlines the sponsorship opportunities offered by Ostomy Canada Society (Ostomy Canada).

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## Webinar Series

Ostomy Canada currently hosts a series of 1-hour National Webinars for all Ostomy Canada supporters, their circles of support, and the public. These webinars happen quarterly in January, April, July, and October. Ostomy Canada offers organizations the opportunity to sponsor a webinar in partnership with Ostomy Canada, provided that the topic, speakers, and learning outcomes are appropriate and supportive of Ostomy Canada's mission of helping all people living with an ostomy, and their circles of support, live life to the fullest through advocacy, awareness, collaboration, and support. The Webinars are hosted using Microsoft Live Events.

### AUDIENCE

Depending on the topic, each webinar receives between 250-400 registrants and between 75-125 attendees live. Webinars receive registrants & attendees from across Canada, of which the majority of are Ostomy Canada Supporters. Webinar recordings are then posted & remain on Ostomy Canada's website at [www.ostomycanada.ca/webinars](http://www.ostomycanada.ca/webinars).

### COST

Sponsoring a quarterly national webinar will cost \$750.00

## **ROLES & RESPONSIBILITIES**

Once a webinar is booked, Ostomy Canada will work with you to create marketing material, promote the webinar to our mailing lists and over social media, and can help moderate the opening and Q&A portions of the webinar. Ostomy Canada will also be responsible for editing & exporting the recorded webinar to be made available online.

## **CREATING THE DIGITAL PROMOTIONAL WEBINAR FLYER**

To create your digital promotional flyer, please provide the following information no later than 6 Weeks before the webinar date:

- Webinar title
- 3-5 measurable learning objectives, or short webinar description
- Each speaker(s): full credentials, email, short biography, and headshot
- Emails for all company representatives you'd like to have added as "presenters"
- Optional: provide a preferred cover photo in the JPG or PNG format that does not advertise a particular product or company
- Which registration fields you want to include (the default options are: First Name\*, Last Name\*, Email\*, Organization, Job Title, City, Province\*, Country\*). \* Indicates a mandatory field.

## **PROMOTING THE WEBINAR**

Once the final event page and promotional webinar flyer are approved, Ostomy Canada will prepare the promotions.

Ostomy Canada will begin promoting the webinars no later than 1 month before the date(s) over our social media accounts, and by email to a dedicated mailing list (which includes previous webinar attendees and all Ostomy Canada supporters), and in its quarterly Newsletter – Connects.

Ostomy Canada will promote the webinar through the same channels again one week before the webinar date(s) as a reminder.

As the sponsoring organization/vendor, you are encouraged to promote the webinar through your own channels as well.

## **RECEIVING AN ATTENDEE LIST**

Ostomy Canada will include an opt-in message, giving registrants the option of sharing their contact and location information with Ostomy Canada and our sponsors for the purposes of being contacted via email. Ostomy Canada will provide a registration and attendee list displaying the contact information for those who opted in. Ostomy Canada will not share the host webinar lists with any other vendor.

# Website Advertising

Ostomy Canada offers the ability to sponsor a website advertisement, which would be included on three separate areas of the [www.ostomycanada.ca](http://www.ostomycanada.ca) website that get the most monthly page views. Your ad would be included in the same carousel/rolling ad widget as other ads for a period of 6 seconds. The order of the displayed first ad in the queue is always randomized upon the first page view. You will have the ability to include a URL of your choice to forward any clicks on your ad.

## AD TYPES, SIZES & LOCATIONS

The same ad will be shown on the following three pages:

- Home page ([ostomycanada.ca](http://ostomycanada.ca)),
- News page ([ostomycanada.ca/news](http://ostomycanada.ca/news)), and
- Webinar page ([ostomycanada.ca/webinars](http://ostomycanada.ca/webinars))

You may choose to provide a JPG, PNG, or GIF file for your ad.

## Dimensions

- Homepage Banner: 728 x 90 ([example](#))
- News Page Sidebar: 300 x 250 ([example](#))
- Webinar Sidebar: 300 x 600 ([example](#))

## TERM

As a part of the pilot program, your ad will run on each of the three pages for a period of 3 months.

## COST

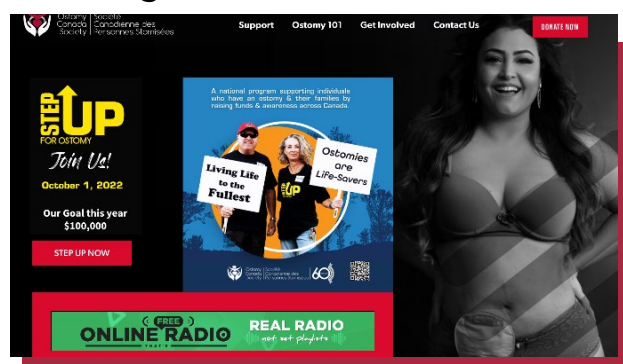
The cost of the advertisement is \$100 per month, and includes the advertisement being displayed on each of the three site pages described above.

## AUDIENCES AND ANALYTICS

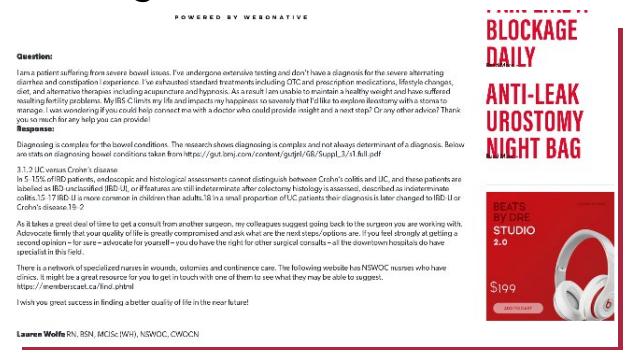
### Home Page

Average monthly page views, June (since the launch of the website) to December 2022: 1,119

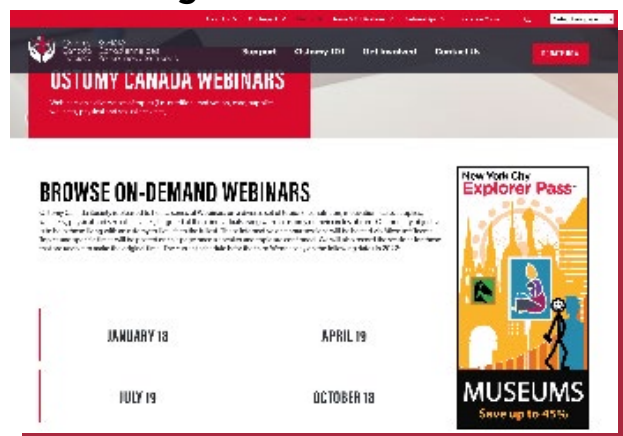
### Home Page



### News Page



### Webinar Page



**Webinar Page**

Average monthly page views, June (since the launch of the website) to December 2022: 104

**Blog Page**

Average monthly page views, June (since the launch of the website) to December 2022 is estimated at 350 monthly views.

**Analytics Sharing**

Ostomy Canada will provide the following analytics for each page your ad is listed on for the 3-month period that it was displayed:

- Total Page Views by month and all-time
- Total Unique Page Views by month and all-time
- Total Clicks by month and all-time
- Click-through rate by month and all-time

**Contact**

For more information, please contact Ostomy Canada Society Executive Director at [Dana.Ypma@ostomycanada.ca](#) or email [info1@ostomycanada.ca](mailto:info1@ostomycanada.ca).