



2024 CCS Advertising Strategy

Reaching Canadian cardiovascular healthcare providers

The Canadian Cardiovascular Society (CCS) keeps its ~2,500 members informed about the most current news and updates related to cardiovascular care and practice in Canada through an e-newsletter called the CCS Pulse, sent in both English and French.

CCS members on this distribution list include:

- Cardiovascular physicians, surgeons, and specialists
- Cardiovascular residents, fellows, researchers-in-training, and students
- Nurses, pharmacists, and other allied health professionals

At least 62% of CCS members open and refer to each send of the CCS Pulse, compared to an industry average of 42% across the non-profit sector.

Placement opportunities in the CCS Pulse

Placement	1 month / send	3 months / sends (10% discount)	6 months / sends (15% Discount)	12 months / sends (20% discount)
Header	\$5,000	\$13,500	\$25,500	\$48,000
Middle	\$4,000	\$10,800	\$20,400	\$38,400
Footer	\$3,000	\$8,100	\$15,300	\$28,800

Note: All prices are subject to 13% HST. Ad size: Leaderboard – 728 x 130 px.

Advertising in the CCS Pulse

The CCS evaluates and accepts third-party advertising requests on a case-by-case basis from our industry partners, as well as other healthcare-focused organizations. Advertising space is available in the second send of the Pulse each month and is available across multiple size options.

- Note that your ad may promote a product or service, but should not offer medical advice. For example, you may submit an ad that includes your company and product name, logo, dose, and link to your website, but avoid information about the product's suggested uses.
- Advertisements promoting external events will not be accepted.
- Advertising promoting products that are detrimental to cardiovascular health will not be accepted.

The CCS reserves the right to refuse advertisement placement requests that do not follow the criteria above or are not relevant to our members.



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Placement opportunities in the CCS Pulse

Header placement under top story:

Middle placement under events and job highlights:

Footer Placement under last story:

The CCS reserves the right to determine the best placement location and deployment date of your ad. You will receive a report about the performance of your ad within two weeks of its send date.

Please e-mail bd@ccs.ca to secure your advertising space or to discuss the customization of available opportunities.