



# OTTAWA BOARD OF TRADE

## ADVERTISING FAQs

**Advertising and sponsorship with the Ottawa Board of Trade offers a powerful way to showcase your business directly to Ottawa's vibrant business community. By promoting your brand through our established channels, you gain valuable exposure, build meaningful connections, and place your message in front of decision-makers and entrepreneurs who shape the city's economic landscape. Tap into the heart of Ottawa's business network and ensure your organization stands out where it matters most.**

# OVERVIEW OF ADVERTISING WITH OBOT

## Which types of advertising opportunities does the Ottawa Board of Trade offer?

The Ottawa Board of Trade offers several advertising and sponsorship opportunities designed to help businesses reach Ottawa's business community. These opportunities include advertising in OBOT's weekly newsletter, social media advertising campaigns across OBOT's platforms, and OBOT event sponsorship opportunities. Each option is intended to provide targeted exposure to engaged decision-makers, business owners, and community leaders in the National Capital Region.

## Who can advertise with OBOT?

Advertising opportunities are available exclusively to Ottawa Board of Trade members. Some membership levels include complimentary or discounted advertising placements. Non-members who wish to advertise must first become OBOT members in good standing.

## Why advertise with the Ottawa Board of Trade?

Advertising with OBOT allows businesses to reach a trusted, highly engaged audience within Ottawa's business ecosystem. OBOT's channels are well-established and respected, offering advertisers credibility, visibility, and alignment with Ottawa's voice of business.



# WEEKLY NEWSLETTER ADVERTISING

## What is the OBOT weekly newsletter?

Advertising with OBOT allows businesses to reach a trusted, highly engaged audience within Ottawa's business ecosystem. OBOT's channels are well-established and respected, offering advertisers credibility, visibility, and alignment with Ottawa's voice of business.

## How large is OBOT's newsletter audience?

The OBOT weekly newsletter reaches over 11,000 subscribers. The newsletter consistently performs above industry standard, with an average open rate of approximately 39% and an average click-through rate of approximately 3%. These engagement levels reflect a highly attentive and engaged audience.

## Who receives the newsletter?

Subscribers include local business owners, senior leaders, entrepreneurs, professionals, and community stakeholders from across the Ottawa region. This makes newsletter advertising particularly effective for B2B messaging, event promotion, announcements, and product or service offerings.

## How often is the newsletter sent?

The newsletter is distributed weekly, providing timely and recurring exposure opportunities for advertisers.



## What does a newsletter advertisement include?

A newsletter advertisement consists of a single image and supporting link directing readers to the advertiser's desired webpage. The placement ensures visibility within the newsletter layout.

## How much does newsletter advertising cost?

Newsletter advertising is available for a \$350 fee per placement. Certain OBOT membership levels include complimentary newsletter placements – please [click here](#) to see what your membership benefits include.

## What types of messages work best in the newsletter?

Newsletter ads are well-suited for promoting events, product launches, service offerings, thought leadership content, and special announcements.

## What are the artwork specifications for newsletter ads?

Newsletter ad artwork must be provided by the advertiser and meet the following specifications:

- Image size: 600 x 650 pixels
- File format: JPEG or PNG
- High-resolution and optimized for digital viewing All artwork is subject to review and approval by OBOT prior to publication.

### Newsletter Advertisement Example:



THINKING ABOUT BRINGING  
YOUR CONFERENCE  
TO OUR CITY?

LEARN MORE

THINK OTTAWA

OTTAWA | ROGERS Centre Ottawa | Invest Ottawa | Investir Ottawa

SPONSORED BY OBOT MEMBERS: Ottawa Tourism, Invest Ottawa, and Rogers Centre Ottawa



Exclusive Savings for OBOT Members

Unlock exclusive Rogers Preferred Program deals from Fraser Valley  
Wireless for you and your team

ROGERS  
HOLIDAY

Rogers Preferred Program  
OBOT Members and their teams  
Get a CAN/US mobile plan with 100GB\*

\$45/mo.<sup>1</sup>

Plus get additional lines from \$35/mo.

Each with Auto Pay<sup>2</sup> and program discount<sup>3</sup>, when you bring your own phone.  
One-time fees of up to \$155 per line applies.

OTTAWA BOARD OF TRADE

# ADVERTISING SUBMISSION AND TIMING

## How far in advance should advertising dates be requested?

To ensure scheduling availability, advertisers are encouraged to request their target publish date four weeks in advance. OBOT staff will confirm the timing or suggest alternate dates if our content calendar is already full on the requested date.

## How far in advance should advertising materials be submitted?

Please submit your advertising materials a minimum of two weeks before your confirmed publish date.

## How do I submit my advertisement?

Advertisers should submit their finalized artwork and any required links or copy directly to OBOT's Director of Communications and Integrated Marketing, Stephanie Naday, at [stephanie.naday@ottawabot.ca](mailto:stephanie.naday@ottawabot.ca) by the specified deadline.



# SOCIAL MEDIA ADVERTISING

## Which social media platforms does OBOT use?

OBOT maintains an active presence across multiple social media platforms, including LinkedIn, Facebook, and Instagram. Advertising campaigns include posts on all platforms.

## How large is OBOT's social media audience?

Across all platforms, OBOT has a combined following of more than 20,000 users. Engagement rates are particularly strong, averaging approximately 15% on LinkedIn and 8% on Facebook, indicating an active and responsive audience.



## What does a social media advertising campaign include?

A standard social media advertising campaign includes one promotional post (photo, GIF, or video + accompanying caption) per selected platform. Posts are shared organically through OBOT's channels to maximize visibility among followers.

## Which types of content can be promoted on social media?

Social media advertising can be used to promote events, programs, services, announcements, partnerships, and other content relevant to the business community. All content must align with OBOT's values and audience expectations and will be approved in advance by the OBOT Communications team.



## What are the artwork specifications for social media ads?

Advertisers are responsible for providing final artwork that meets platform requirements.

Recommended image sizes include:

- 1200 x 627 pixels (landscape)
- 1080 x 1080 pixels (square)

Artwork should be clear, visually engaging, and easy to read on both desktop and mobile devices. All content is subject to OBOT approval.

## How much does social media advertising cost?

Social media advertising is available to members at a set rate of \$350 per post (includes publishing across all OBOT channels). Certain OBOT membership levels include complimentary social media promotion – please [click here](#) to learn more.

### Social Media Advertising Examples:

**Ottawa Board of Trade**  
12,569 followers  
3mo · Edited · 🌐

Sponsored: Ottawa's ultimate destination is here! The new **Hard Rock Hotel & Casino Ottawa** is ready to turn every stay, every play, and every night out into a headline moment. Discover VIP treatment fit for rock royalty, savor world-class dining, experience electrifying live entertainment, and shop the iconic Rock Shop and Unity Store.

Whether you're rolling the dice, catching a live show, unwinding in luxury, or just planning your next epic night out—you'll find it here. It's where Ottawa stays, plays, dines, and celebrates like never before.

Must be 19+. PlaySmart.  
Learn more: <https://lnkd.in/gpmc9kbz>

TAAG

**Ottawa Board of Trade**  
January 22, 2025 · 🌐

Sponsored:

- ✓ Enhance your company's image of social responsibility by associating with a health-related cause
- ✓ Contribute to improving the well-being of patients and their families
- ✓ Gain increased visibility and a positive alliance with Hôpital Montfort

Become a Montfort key partner. Together, we can make a real difference in the community. To learn more, please contact [dominiquegagnon@montfort.on.ca](mailto:dominiquegagnon@montfort.on.ca) or visit [www.montfortfoundation.ca](http://www.montfortfoundation.ca).

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- ✓ Rehaussez l'image de responsabilité sociale de votre entreprise, en vous associant à une cause liée à la santé
- ✓ Aidez à améliorer le bien-être des patients et de leurs proches
- ✓ Bénéficiez d'une visibilité accrue et d'une alliance positive avec Montfort

Devenez un partenaire clé de Montfort. Ensemble, faisons une réelle différence dans la communauté. Pour en savoir davantage, contactez [dominiquegagnon@montfort.on.ca](mailto:dominiquegagnon@montfort.on.ca) ou visitez [www.fondationmontfort.ca](http://www.fondationmontfort.ca).

Fondation Montfort Foundation

**Become a Montfort key partner**  
Together we can make a real difference in the community

Partenaires  
**Montfort**  
Partners

**Devenez un partenaire clé de Montfort**  
Ensemble, faisons une réelle différence dans la communauté

Fondation Montfort Foundation

cresa

**Beyond Space.**

**Ottawa Board of Trade**  
12,569 followers  
2mo · 🌐

Sponsored: **Cresa Ottawa** is part of the world's largest commercial real estate firm that works exclusively with tenants.

Cresa Ottawa brings tenant-focused expertise in support of local, domestic and international clients, through an unbiased and competitive process.

Cresa Ottawa helps businesses and entrepreneurs make strategic space decisions through three core service lines: brokerage, project management, and facilities consulting. Our brokerage team negotiates flexible, cost-effective leases; our project managers oversee design, construction, and relocations; and our facilities consultants guide operations, maintenance, and lifecycle planning.

Learn more at [cresa.com/ottawa](https://cresa.com/ottawa)

# ARTWORK, CONTENT, AND APPROVAL GUIDELINES

## Who provides the advertising artwork?

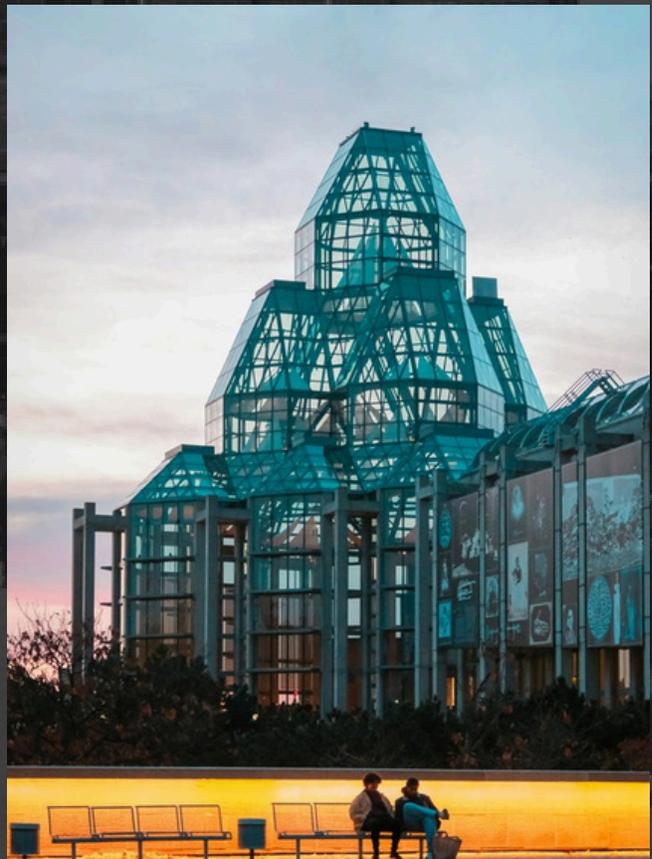
All advertising artwork must be supplied by the advertiser. OBOT does not design ads on behalf of advertisers.

## Is there an approval process?

Yes. All advertising content is reviewed and approved by OBOT prior to publication to ensure it aligns with organizational standards, audience expectations, and brand guidelines.

## Are there content restrictions?

Advertising content must be professional, accurate, and relevant to OBOT's business audience. OBOT reserves the right to decline or request revisions to any content that does not meet these standards.



# EVENT SPONSORSHIP OPPORTUNITIES

## What are the benefits of sponsoring an event?

Sponsoring an event with the Ottawa Board of Trade provides a powerful opportunity to elevate your brand, connect with Ottawa's key business and community leaders, and demonstrate your commitment to local prosperity. Our diverse event calendar creates high-visibility platforms to promote your products and services, strengthen your business networks, and align with Ottawa's economic growth and city-building initiatives. OBOT event sponsorship enhances your brand visibility, demonstrates your commitment to the local business community, and provides you with valuable networking opportunities with business leaders, partners, and decision-makers.

## Who can sponsor OBOT events?

Event sponsorship is available to Ottawa Board of Trade members in good standing. Sponsorship availability and benefits vary depending on the event.

## How do I learn about upcoming sponsorship opportunities?

Businesses interested in OBOT event sponsorship should contact OBOT's Manager of Membership and Events, Sharon Diamond, at [sharon.diamond@ottawabot.ca](mailto:sharon.diamond@ottawabot.ca). to discuss upcoming events, sponsorship levels, and customized opportunities.



# CAPITAL MAGAZINE OPPORTUNITIES

## What is CAPITAL Magazine?

CAPITAL Magazine is OBOT's flagship publication focused on advocacy, city-building, and issues shaping Ottawa's business community. It is published twice annually, typically in May and November, and features in-depth articles tied to OBOT's priority advocacy areas.

## What is an editorial profile in CAPITAL Magazine?

An editorial profile is an opportunity for eligible OBOT members to be featured within one of CAPITAL Magazine's three main feature articles, which are typically tied to the subject of local economic development.



## How is eligibility for an editorial profile determined?

Editorial profiles are theme-dependent and selected solely at OBOT's discretion. Members are considered only when there is a natural and relevant alignment between the magazine's theme, a specific feature article, and the member's area of expertise or business focus. OBOT does not accept requests for editorial profiles.

## Who writes the editorial profile?

CAPITAL Magazine is planned four to six months in advance. Members will be contacted proactively by the OBOT team only if an editorial opportunity aligns with the magazine's upcoming themes and content and the member's membership level.

## What is the workback schedule for CAPITAL Magazine?

CAPITAL Magazine is planned four to six months in advance. Members will be contacted proactively by the OBOT team only if an editorial opportunity aligns with the magazine's upcoming themes and content and the member's membership level.

## Are there paid advertising opportunities in CAPITAL Magazine?

Yes. Members receive a 15% discount on paid advertising in CAPITAL Magazine. Advertising specifications, formats, and pricing are outlined in the CAPITAL Magazine [media kit](#).



# OBOT THOUGHT LEADERSHIP BLOG POSTS

## What are thought leadership blog posts?

Thought leadership blog posts are long-form articles (maximum 750 words) published on OBOT's website that allow members to share expertise, insights, and perspectives relevant to Ottawa's business community.

## How often can members submit thought leadership blog posts?

Please consult your OBOT [membership level benefits](#) to determine frequency.

## Who writes the blog posts?

Blog posts are to be written by the member. OBOT's team will review and provide final edits prior to publication.

## What is the approval and workback schedule for blog posts?

Please request your publish date four weeks in advance, subject to OBOT confirmation. Your final blog post is due two weeks before your confirmed publish date. OBOT reserves the right to approve, edit, or decline content to ensure alignment with audience expectations and organizational standards.

## Are blog posts promoted through OBOT channels?

Yes. Thought leadership blog posts are amplified through OBOT's social media channels on the same date they are published, and are included in OBOT's weekly newsletter.



[CLICK HERE TO SEE AN EXAMPLE OF A THOUGHT LEADERSHIP BLOG POST](#)

# CONTACT INFORMATION

## Who should I contact with questions about advertising or sponsorship?

For all advertising and sponsorship inquiries, please contact:

Stephanie Naday

Director of Communications and Integrated Marketing

Ottawa Board of Trade

Email: [stephanie.naday@ottawabot.ca](mailto:stephanie.naday@ottawabot.ca)

Phone: 613-236-3631

Address: 275 Slater Street, Suite 500, Ottawa, ON K1P 5H9



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