

PROMOGRAM Canada

E-Newsletter Advertising

What is Counselor PromoGram Canada?

Counselor® PromoGram Canada is a newsletter distributed twice monthly, providing news, trends and new products with a focus on the Canadian market.

Why is it beneficial?

Counselor PromoGram Canada delivers valuable insights to a dedicated readership, offering in-depth information on the expanding promotional products market in the region.

Quick Facts

- **Reach:** 5,000 Canadian Distributors
- **Frequency:** Twice Monthly
- **Average Open Rate:** 26%

Rates

	AD SIZE	12x	6x	3x	1x
Sponsorship Banner	728 x 90	250	310	380	450
Tower Ad	120 x 600	150	250	310	380
Side Banner	300 x 250	195	230	250	285
Product Spotlight	250 x 250	250	310	380	450

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ASI Canada
Advertising Specialty Institute of Canada, LLC

Dear readers,
ASI Show was in Chicago this week for a day of education and two days of constructive conversations on a busy show floor. Meanwhile, the annual Counselor Awards marked 70 years of the industry's flagship magazine, named the 2024 Top 40 firms and recognized 10 honourees, including the International Person of the Year, Supplier and Distributor Entrepreneurs of the Year, and Bess Cohn Humanitarian.

We also have insights from Ramon Ray, a small-business expert who delivered the keynote address to kick off the second day, and the results of real-time polling of attendees on sales expectations and sustainability trends.

Sara Lavenduski
Executive Director, Client Education & Content Editor, PromoGram Canada

The 2024 Counselor Awards

Meet the trailblazing promo leaders who balance forward-thinking business success with a deep need to cultivate and care for their teams, their clients and the industry overall. Counselor has also revealed its 2024 Top 40 suppliers and distributors, including Canadian firms Gildan (asi/56842), Stormtech (asi/89869), Spector & Co. (asi/88660), Genumark (asi/204588) and, new to the list this year, St Regis Group (asi/84592; Canada, 84595).

ASI Chicago 2024: Staying Human in Today's Digital World
Small-business expert and entrepreneur Ramon Ray gave a high-energy keynote address to an enthusiastic crowd with tips to foster connections with clients.

ASI Chicago 2024: Attendees Weigh In on Sales Expectations, Sustainability & Product Trends
An Education Day wrap-up featured real-time polling of distributors and sharp insights from show speakers, including **Cliff Quicksell** and **Bill Petrie**.

A Lawsuit in Florida & Complaint in France Accuse Lululemon of Greenwashing
How the cases play out can carry importance for companies in the promotional products

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