CONTENT INTELLIGENCE ENGINE

By combining cutting-edge 1:1 targeting technology with a high-impact, mid-article ad unit, we’ve created a great opportunity for you to engage with our readers, drive them into your marketing funnel, and convert them into leads and paying customers.

How it works: Our engine will analyze the key themes in your content pieces and tease your content to automotivenews.ca readers whose reading habits most closely match the themes you’re writing about.

After your campaign runs, we’ll provide you with an analysis of what types of content resonated most with our audience, and predictive insights on what topics to write about in the future.

$3,800 PER MONTH

THOUGHT LEADERSHIP BOX

This integrated “sponsored content” box, which appears on articles and within the weekly newsletter, is ideal for brands that want to describe their thought leadership asset in longer form.

The thought leadership box placement includes a headline, up to 550 characters of text and one click-thru URL. Reporting is delivered in the form of total clicks and impressions.

50,000 IMPRESSIONS • $1,500 PER MONTH

WEBINARS

Develop your own educational webinar from start to finish – define the topic, invite speakers and create the presentation. We’ll promote your event to our audience, who attend online at no charge, with your compliments.

Each webinar is hosted and moderated by an Automotive News Canada editor or reporter. As a sponsor, you’ll retain all registrant data collected throughout the process, providing powerful lead generation opportunities for your company.

$5,600 PER WEBINAR

LEAD GENERATION EMAILS

Reach our audience with your thought leadership content – whitepapers, case studies, webinars and more – with this turnkey lead generation program.

Automotive News Canada will build and host a custom registration/landing page with your branding elements, and then drive traffic to that page with a custom email blast to over 7,400 readers. Customized registration fields collect valuable data, which you retain as the sponsor.

- Custom landing page featuring up to three thought leadership assets
- Custom email

$3,000 PER LEAD GENERATION