CANADA SHELI

JEWISH. ISRAELI. FRIENDS & ALLIES.

YOUR COMMUNITY. YOUR CONNECTIONS. YOUR HOME.

A national vision. A local connection.



WINNIPEG ILLUSTRATION | OUR FIRST LOCAL COMMUNITY

MARKETING & ADVERTISING KIT

Connect your brand with your community.

A national platform connecting Jewish Canadians, Israeli Canadians, and friends and allies of Israel through local businesses, events, organizations and stories. Starting in Winnipeg.

DIRECTORY

Businesses, professionals and services

EVENTS

Arts, culture and gatherings

COMMUNITY

Organizations, stories and connections

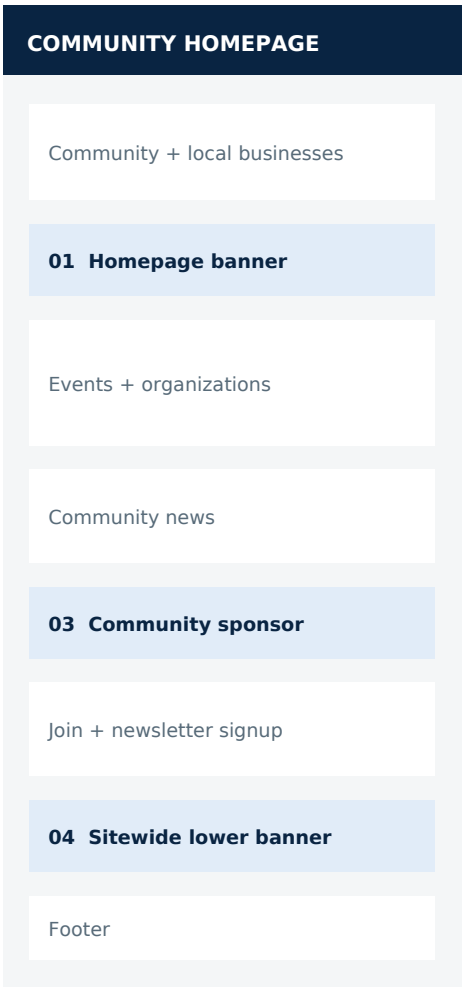
CanadaSheli.com

Basic directory listings are free. Paid campaigns add visibility. No audited audience or guaranteed delivery figures are claimed.

WHERE YOUR BRAND APPEARS

Four placements. Clear choices.

Homepage, discovery and lower-page inventory, with one static creative per named position.



Schematic only. Discovery placement 02 appears below browse results.

01 **Homepage banner**

On the community homepage, after Businesses & services and before upcoming events.

02 **Discovery placement**

Below results on the directory, community, events, organizations and news discovery pages.

03 **Community sponsor**

On the homepage, after community news and before the invitation to join the directory.

04 **Sitewide lower banner**

Above the footer across Canada Sheli community pages, including listing and event details.

Related positions also appear in the Living in Canada resource guide. Newsletter email sponsorship is separate and is not included until delivery is operational.

One booking per named position. Ads link to the advertiser's destination. Availability and campaign dates are confirmed before booking; a directory listing is not a paid display placement.

FOUNDING ADVERTISER RATES

A straightforward monthly plan.

All prices in Canadian dollars. Applicable taxes, if any, are additional.

01	**Homepage banner** One named website position, per month.	**$250**
02	**Discovery placement** One named website position, per month.	**$200**
03	**Community sponsor** One named website position, per month.	**$125**
04	**Sitewide lower banner** One named website position, per month.	**$150**

Free to be found. Basic directory listings remain free. Display advertising and sponsored features are optional, separately booked services.

Longer commitments

3 MONTHS	6 MONTHS	12 MONTHS
10% off	**15% off**	**20% off**

Two or more individual placements: 10% off. Apply either the duration discount or the multi-placement discount, whichever is greater. Discounts do not stack.

Launch terms: Monthly fees reserve the named position for agreed dates, subject to availability. No impressions, clicks, leads or sales are guaranteed. Launch rates apply to bookings agreed during the community launch; contracted rates remain fixed for their agreed term.

CREATIVE SPECIFICATIONS

Built to look good on mobile.

Supply a finished banner image and its click-through destination URL.

ARTWORK SIZE

All four website banner positions

1200 x 300 px | High resolution: 2400 x 600 px

One message. One clear call to action.

4:1 ratio. Artwork scales to the available screen width.

Recommended production sizes, not fixed display dimensions. Keep key copy large and use generous margins so the creative remains readable on a phone.

FORMATS

PNG for text and logos. JPG for photographic artwork. WebP is also supported.

FILE WEIGHT

Aim below 300 KB. Recommended maximum: 500 KB. Use RGB / sRGB colour.

Keep it readable: One clear message, a short call to action and large lettering. Supply final artwork, advertiser name, destination URL and a brief accessible description. Avoid small-print-heavy designs.

Current delivery: One static creative per placement, scaled across devices. Separate mobile artwork, automatic rotation, video and HTML/JavaScript ad tags are not included.

Launch packages

VISIBILITY

Homepage + discovery

C$400 / month

DISCOVERY

Discovery + community sponsor

C$295 / month

COMPLETE

All four website placements

C$600 / month

Package prices include savings; no additional discounts apply.

SPONSORED CONTENT + MULTI-SITE CAMPAIGNS

One campaign. More connections.

Add a sponsored feature, or reach selected communities through a coordinated multi-site proposal.

SUPPLIED ARTICLE

C$450

Advertiser supplies copy and approved images. Includes review, light editing and formatting.

WRITTEN FOR YOU

C$650

Written from agreed material, with fact-checking and two revision rounds.

Sponsored features: Approximately 800 words and one lead image. Copy is reviewed, labelled Sponsored Content and identifies its sponsor. Extra reporting, images, translation and distribution are quoted separately. Payment does not purchase independent coverage or endorsement.

Build your own multi-site campaign.

Choose two or more publications. One enquiry brings together your preferred sites, placements, campaign dates and creative requirements.

Canada Sheli
JewishNews.ca
Canada Hayom
Aliyah Canada
Winnipeg Sheli
TheJ.ca
Be'Yachad
Azerbaijan Perspective

LOCAL CONNECTION

Canada Sheli + Winnipeg Sheli

NEWS & COMMUNITY

TheJ.ca + JewishNews.ca + Canada Sheli

ISRAELI CANADIAN

Canada Hayom + Be'Yachad + Canada Sheli

Tailored quote: Pricing depends on the selected sites, placements and dates. Inventory is confirmed before booking. Network quotes do not automatically stack with single-site discounts. Audiences may overlap; combined reach is not calculated by adding site totals. Email, print and social promotion require a separate agreement and operational availability.

Request a multi-site quote >

CanadaSheli.com/advertise