

## Become a Sponsor and Advertise

The CSTM website offers many opportunities for companies such as yours to market and promote products and services as well as to support the activities of the Society.

- Serves as a conduit to provide updates to products and new products to current and potential customers. Members and users of the CSTM Website are the technologists, physicians, registered nurses, managers and administrators who are the decision makers in transfusion medicine. You can anticipate increased website visits with the exciting new design features and social media feeds that are a part of our redesigned website.
- The new website offers logo placement that links to your company website on all pages of the website (public and members sections), and the ability to display digital ads dependant on sponsorship level.
- Sponsors make a significant contribution to helping the CSTM reach its goals. In turn you receive maximum exposure through logo placement with a link to your company website and an advertising option.

### Sponsorship rates:

**Platinum:** >\$20,000 per year:

- logo on all pages, including homepage with linkage to company website
- advertising space on secondary page\*
- banner on conference app with linkage to the company website
- recognized as a Platinum sponsor

**Gold:** >\$10,000 - \$19,999 per year:

- logo on all pages, including homepage with linkage to company website
- recognized as a Gold Sponsor

**Silver:** >\$5,000 - \$9,999 per year:

- logo on all pages, including homepage
- recognized as a Silver Sponsor

### Rates and specifications for single ad placement:

Advertising is accepted on most pages of the website (excludes home page, CSTM annual conference page, Board of Director's section).

Prices to post web-ready digital files are:

\$500.00 per month for secondary page placement

For additional information on file type and size and to purchase ad space,

Contact us at [webmaster@transfusion.ca](mailto:webmaster@transfusion.ca)