



CANSWA ADVERTISING PACKAGES

ADVERTISE WITH THE CANSWA

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Elevate your outreach by partnering with the Canadian Support Workers Association (CANSWA). Our platform is the premier destination to connect with dedicated PSWs across the country, making it the ideal space to promote your employment opportunities and share content that resonates with the PSW community.

The CANSWA’s Audience




AUDIENCE METRICS AS OF AUGUST 2024

Platform	Website www.opswa.ca	Email Newsletter	Facebook Page	Instagram Page
Audience Size	17,000 + visitors in the last month	18,000 + subscribers	10,200 + reach over the last 90 days	3,600 + reach over the last 90 days
		50% open rate	3,700 + followers	350 + followers

Reach Canada’s Engaged PSW Community

Our advertising platform connects you with a highly engaged PSW community across Canada. With over 17,000 monthly website visitors, 18,000+ email subscribers, and social media reach—10,200+ on Facebook and 3,600+ on Instagram—your message will reach thousands of dedicated professionals. Advertising with us ensures your content resonates with the right audience.

Advertising Packages

Package	Website Banner Feature	Email Newsletter	Facebook & Instagram	Price
Basic 		Footer Banner: standard size (600 x 200 px)	One Organic Post: shared to both Facebook & Instagram.	\$550.00
Standard 	Footer Banner: featured at the bottom of the Home page for one month	Middle Banner: standard size (600 x 200 px)	Two Organic Posts: shared to both Facebook & Instagram.	\$950.00
Premium 	Middle Banner: featured at the middle of the Home page for one month	Lead Banner: standard size (600 x 200 px)	Three Organic Posts: shared to both Facebook & Instagram. Posts will also be shared to story.	\$1450.00

Note: Each piece of content will be designed by our marketing team and includes one revision per design. Additional revisions will incur a fee.

Next Steps

If you have any questions or are ready to move forward with one of our advertising packages, please email our Marketing Director, Carly, at ctishler@opswa.com. We look forward to helping you connect with Canada's PSW community!