



Media Kit

COPA CONNECTS and **EMPOWERS** our members by providing a host of business support resources, cost-saving programs and learning opportunities. We have been a proud membership community for the nation's resellers and manufacturers of business products for over 80 years.

Three Great Advertising Options:

- COPA E-News Brief
- COPA Website Homepage (**NEW**)
- COPA News Website Article Pages (**NEW**)

ADVERTISE IN THE COPA E-NEWS BRIEF

- **Targeted reach:** Reach over 3,000 retailers, manufacturers and key decision makers within the Canadian office products industry.
- **Official newsletter of the association:** The most credible platform within the industry.
- **Adaptable interactive advertising:** Change your ad on every issue and gauge the response to your messages.
- **Measurable results:** Enjoy access to comprehensive metrics and campaign reporting.
- **Opt in subscriber base:** COPA members have asked to receive this!


**COPA MEMBERS ARE ENTITLED TO ONE FREE AD
PER YEAR AS PART OF THEIR MEMBERSHIP!**

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[TRENDING NEWS](#) | [INDUSTRY NEWS](#) | [EVENTS](#) | [BENEFITS](#)






ADVERTISE HERE
REACHING OVER 3,000 RETAILERS, MANUFACTURERS AND
KEY DECISION MAKERS WITHIN THE CANADIAN OFFICE PRODUCTS INDUSTRY


COPA NEWS



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LEADERBOARD

Premium advertising right underneath the association logo, great branding opportunity and prime real estate.

 **\$400 per insertion**
\$1,800 — Block of 6 insertions

580 x 75 px (.jpg/.png file),
No larger than 49kb file size.

Please direct all questions and inquiries to:
Michael Jorgenson, *Marketing & Communications Manager*
mjorgenson@chhma.ca • 416-282-0022 ext.134

ADVERTISE ON THE COPA HOMEPAGE

COVID-19 Resource and Information Centre
Learn about the supports available for businesses and workers in Canada

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B Top Banner \$2,000 (1 month)

C Middle Banner \$1,600 (1 month)

D Bottom Banner \$1,400 (1 month)

1080px wide, height as needed (.jpg/.png file),
No larger than 49kb file size.

ADVERTISE ON THE COPA NEWS WEBSITE

WEEKLY UPDATE: CANADIAN ECONOMIC DASHBOARD AND COVID-19
Jan 20, 2021 | COVID-19 News, Trending News | 0 0 0 0 0

Statistics Canada

On January 19th, Statistics Canada released new data on cross-border travel. December's leading indicator of cross-border travel volume showed that the number of American residents and returning Canadians crossing the Canada U.S. border by automobile remained low. With restrictions on non-essential travel still in effect, crossings were down by more than 90% from levels observed in December of 2019. In 2019, more than 250,000 Canadian residents returned home from the United States during the weekend following Christmas Day (December 28th to 30th). In 2020, only 146,000 Canadian residents crossed back into Canada by automobile during the entire month of December.

The leading indicator of international arrivals to Canada by air for the fourth quarter was also released. The total number of international arrivals (i.e. non-residents and returning Canadians) remained far below pre-pandemic levels. Just over 71,000 non-residents from the United States and overseas arrived at Canadian airports from October to December. During these months, 272,100 Canadian residents returned home by air, with a rebound again in December. The average daily travel volume rose from 1,883 in October to 2,165 in November, and then to 3,825 in December, a month when 93,800 Canadians returned from abroad by air.

On January 12th, the agency released investment in building construction for November. Outlays on residential dwellings edged down 0.7% as higher spending on single units was offset by lower investment in multi-unit dwellings. November's slight decline followed six months of steady increases in total residential outlays, which, at \$10.8 billion, remained 5.1% above pre-COVID levels.

Outlays on non-residential construction were unchanged in November, as higher spending on institutional and industrial building was offset by lower investment in commercial buildings. Following four months of steady declines, total non-residential outlays, at \$4.4 billion, were nearly 1% below pre-COVID levels. Spending on commercial buildings was at its lowest level since the April lockdown.

Source: Statistics Canada

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RECENT POSTS
Agency to Implement Emergency & Inclusion Grants
Cybersecurity Strategies Shift in Canadian Business Event
Multinational Enterprises Event a Significant Influence on the Canadian Economy
Are You Bringing Your Best Self to Work? 7 Questions to Ask Yourself in 2021
Weekly Update: Canadian Economic Dashboard and COVID-19

CATEGORIES
COVID-19 News (21)
Events (12)
Industry News (21)
Membership Benefits (18)
Trending News (11)
Undiscovered (8)

RECENT TWEETS
Borel Carriere reported a strong third quarter for 2020 including a 23% increase in sales compared to 2019. Read more: [borel.com](#)
COPA helping small biz! Learning Event proven to be highly informative and practical with attendees counting [copa.ca](#) [webinars](#) 2020
COPA helping a strong quarter with sales 20% higher than third quarter of 2019. The company expects growth in 2021. [copa.ca](#) [webinars](#) 2020
The COP Corporation released financial results for the third quarter. Total sales were \$1.1M. [copa.ca](#) [webinars](#) 2020

FOLLOW US
FACEBOOK
TWITTER 476 followers
YOUTUBE
INSTAGRAM

ARCHIVES
January 2021 (16)
December 2020 (16)
November 2020 (20)
October 2020 (17)
September 2020 (17)
August 2020 (24)
July 2020 (22)

ALL ARTICLE PAGES

E \$2,000 (1 month)

920px wide, height as needed (.jpg/.png file),
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