

Advertising

“The RGD e-mail newsletter is something people read and respond to. I didn’t need any other marketing tool to reach my target market.”

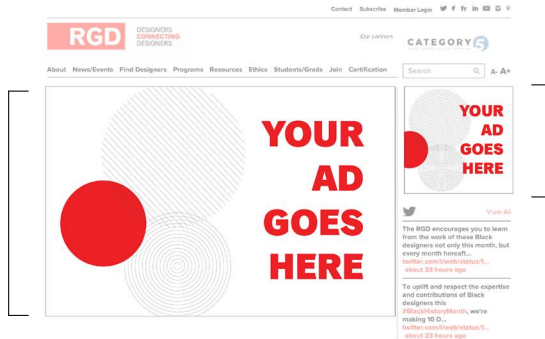
Ilise Benun

Author, Consultant, National Speaker & Co-Founder of **Marketing Mentor**

RGD.ca Website

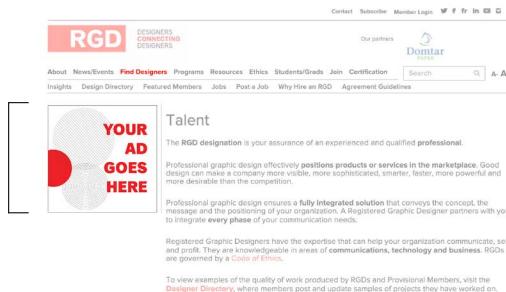
Headlining
Homepage
Big Box Ad
700 x 460px
JPG/PNG*

GIFs are not permissible



Homepage
Box Ad
220 x 220px
JPG/PNG/GIF

Channel
Box Ad
220 x 220px
JPG/PNG/GIF



*Animated gifs are permissible for all placements (except for the Headlining Homepage Big Box Ad)

Please send the click-through URL with your ads. Ads are due a minimum of two days prior to deployment.

Questions?

Please email designer@rgd.ca

RGD Word e-Newsletter

Box Ad
570 x 375px
JPG/PNG/GIF



Register for OCI's IP Innovation Clinic Chatbot Launch on Jan 29 making IP knowledge more accessible and offering valuable IP assistance. [More](#)

Text Ad

Headline and 30-45 words of copy with any applicable click-through URLs.

Communications and Marketing



1,300 visits daily
RGD Website



24,000 subscribers
Email Newsletter



12,000
Followers



12,000
Followers



5,400
Followers



9,300
Followers



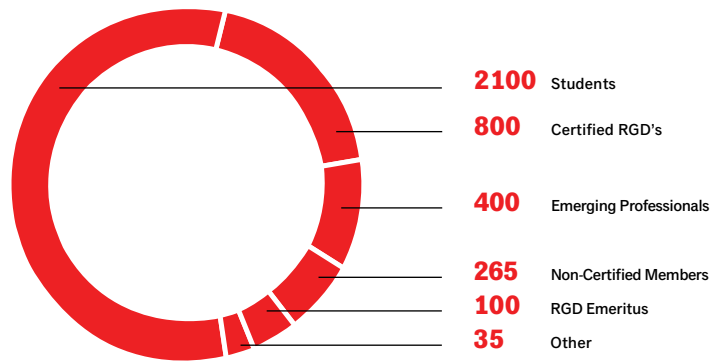
22
Partner
Organizations



19
Partner
Programs

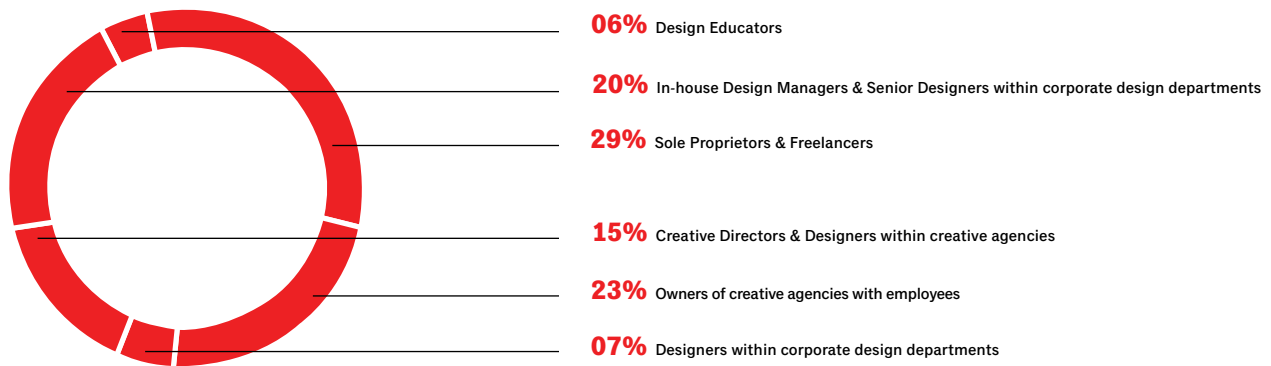
Membership Demographics

RGD has over **3,700** members including **1,600** professional members representing decision makers in the Canadian design industry and **2,100** student members who are the future of the profession.



Roles of Certified RGDs

More than 50% of RGDs are purchasing decision-makers:



Average Years of Professional Experience

