



MEDIA KIT

2024

WESK E-NEWSLETTER

WHY WESK?

WESK is the centre for women entrepreneurs and business professionals to connect with like-minded individuals to share expertise and excel. Since 1995, we have helped thousands of women start, purchase and expand their businesses.

WESK's membership is diverse, with members located across our Saskatchewan operating businesses in a variety of industries. Not only are you able to share your message with the WESK community, but also connect with our larger community of partners and stakeholders.

THE REACH

The WESK community extends far beyond membership. Your advertisement will be sent to over 5000 people all over Saskatchewan, including our numerous partner organizations, business professionals, and entrepreneurs throughout our province. In advertising with WESK, you can expect your message to reach our connections with entrepreneurs in cities such as Saskatoon, Regina, North Battleford, and Moose Jaw.

Our email lists are updated regularly to ensure the most recent WESK members and partners receive information about our Learning & Connecting opportunities in the province.



THE OPPORTUNITY

Now your business can be part of our community! By utilizing email marketing through WESK, your business, logo, promotion, product, and/or service will be viewed by the WESK community across the province. Our E-Newsletters go out twice monthly and there is limited space on each one.

THE DETAILS & NUMBERS

FINE PRINT

- Maximum 600x200 pixel image must be developed and provided to WESK.
- Must be a .jpeg or .png file.
- Limited to one promotion per business per email.
- The image must link to a website or social media account.
- Must be submitted with completed service agreement before 12:00pm on the Thursday prior to the scheduled E-Newsletter.
- Email dates are subject to change at the discretion of WESK.

PRICING

- Prices are per email
- Members: \$150 + gst and pst
- Non-Members: \$250 + gst and pst
- Filled on a first-come, first-serve basis.
- Your spot must be chosen and paid for in advance.

CALENDAR

- | | |
|-------------------|-----------------|
| • Jan 9, 23 | • July 9, 23 |
| • Feb 6, 20 | • Aug 6, 20 |
| • March 5, 19 | • Sept 3, 17 |
| • April 2, 16, 30 | • Oct 1, 15, 29 |
| • May 14, 28 | • Nov 12, 26 |
| • June 11, 25 | • Dec 10 |

CONTACT

To submit your request for advertising space, please complete the service agreement form on our website. This form must be filled out & submitted (with payment and graphics) to WESK before 12:00pm on the Thursday before the scheduled E-Newsletter. E-Newsletters are scheduled every two weeks. Ad spaces are filled on a first-come, first serve basis.

For more information please contact: WESK Marketing Team at communications@wesk.ca