

Media Kit 2025



Physical & Health Education Canada

Physical & Health Education Canada (PHE Canada) is a national charitable association and Canada's recognized leader in physical and health education and healthy school programming.

Our members are predominantly educators working in the school system, the administrators who support them, and university professors and academics engaged in pre-service teacher training and research in physical and health education and healthy school environments.

Our Mission

PHE Canada empowers the PHE Community with quality programs, professional development services, and community activations to ensure equitable access to the benefits of quality physical and health education and healthy learning environments. By promoting and advancing quality physical and health education and healthy learning environments, PHE Canada helps ensure each and every child and youth in Canada has the knowledge, skills, and attitudes to lead resilient, active, and healthy lives.

Our Vision

All children and youth lead active, healthy lives.

Physical and Health Education Community

The PHE Community is made up of the nation's educators and academics focused on physical and health education and healthy schools. This community also includes those across the whole school community, including school administrators, teacher educators, students, parents, school community champions, and beyond, including recreation, industry, community health, and government collaborators. Grounded in its passion for physical and health education, the PHE Community is dynamically positioned to support physical and health literacy, resilience, and wholistic growth and development for all children and youth in Canada.

Connecting You With Your Target Audience!

PHE Canada is the national leader in physical and health education advocacy and promotion. PHE Canada offers a variety of opportunities that can be used to reach your target audience including web, email, social, and direct communications.

Prices quoted in this Media Kit are based on supplied artwork in the specified formats. PHE Canada will provide graphic design services at an additional cost if required. PHE Canada can also provide recommendations throughout the production process to ensure content and display are aligned with PHE Canada requirements and audience.

Please note that all designs provided by a client must be approved by PHE Canada prior to release. If you have any questions, please contact Jordan Burwash at (613) 523-1348 x.2339 or via email at jordanburwash@phecanada.ca.



WEBSITE

(www.phecanada.ca / www.eps-canada.ca)

PHE Canada's website offers the PHE Community access to physical and health education and healthy school programs, resources, and professional development services. Offering a range of features, an appealing interface, and user friendly functionality, the website is designed to be a one stop shop for educators, professors and academics, students, parents, and other healthy school champions for up to date news, information, and resources in the areas of physical and health education and healthy schools.

Quick Facts

- 15,000 + users per month
- 35,000 + pageviews per month

Website Advertising Opportunities

Homepage Banner Ad

The Homepage Banner Ad spans the width of the PHE Canada homepage, the most prominent page, and ad space, on the PHE Canada website. Placed directly in the middle of the homepage, promote your brand and message and drive traffic from our audience to you.

Specifications

- 1024 (w) x 200 (h) px
- PNG/JPEG Format
- English and French
- Price: \$1,000 / month



Internal Banner Ad

Place your Internal Banner Ad on a PHE Canada webpage most relevant to your target audience. Ad will be displayed spanning the width of the webpage.

Specifications

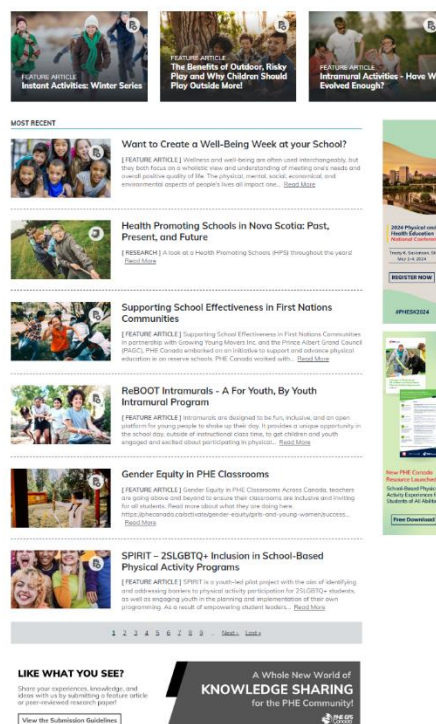
- 1024 (w) x 200 (h) px
- PNG/JPEG Format
- English and French
- Price: \$300 / month

Internal Vertical Banner Ad

Feature your Internal Vertical Banner Ad on the webpage most applicable to your brand, spanning the right column of the webpage with a direct link to your website.

Specifications

- 160 (w) x 520 (h) px
- PNG/JPEG Format
- English and French
- Price: \$300 / month



e-Communications

Get connected with school community champions across Canada, directly through their inbox! Using PHE Canada's extensive network of e-mail subscribers, featuring both English and French subscription lists, you can drive brand awareness, generate leads and sales, and/or foster community engagement with your target audience.

Quick Facts

- Distributed directly to over 12,000 recipients
- Distribution list includes teachers, professors, school administrators, parents, students, and school service providers.

Exclusive E-blast Advertising Opportunity

The Exclusive E-blast allows your organization to communicate exclusively with over 12,000 members of your target audience. With the entire e-communication focused specifically on your messaging, you will have the full attention of each reader while being able to provide them with a greater scope of your product and/or service. With only two Exclusive E-blasts available per month, book your e-communication today!

- Distributed in both English and French
- Content and images in desired structure provided to PHE Canada in accessible format (e.g. Word).
- Price: \$1,500

Ad material is due a week before scheduled distribution date. Test email provided for approval.

In Touch Advertising Opportunity

The In Touch, PHE Canada's monthly e-newsletter, offers up to date information on PHE Canada programs, activities, and events along with other articles, resources, and upcoming events relating to physical and health education in Canada.

You have access to a title, an image, text, and links that can all be customized to fit your brand and message.

- Distributed in both English and French
- Text Limit: 50 words
- Content and images provided in accessible format (e.g. Word).
- Price: \$400

Ad material is due on the first day of the month of distribution (e.g. July In Touch advertisement due July 1st).

Social Media Package

Social media has become the go to source for information, connection, and entertainment, and a critical channel for marketing and communication strategies. PHE Canada has an established presence on Twitter, Instagram, and Facebook, with an ever-growing base of Followers and continual increase in engagement and impressions. Let PHE Canada social media channels help you engage with the PHE Community!

Quick Facts

- Twitter ([@PHECanada](#))
 - 15.9K Followers
 - Average 90K impressions per month
- Instagram ([@PHECanada](#))
 - 1.3K Followers
 - Average Reach: 18,000 per month
- Facebook ([@PHECanada](#))
 - 4.7K Followers
 - Average Reach: 1,600 per month

Social Media Package Opportunity

The Social Media Package entitles you to three (3) posts across PHE Canada's social channels (e.g. could be one of each, 3 Twitter posts, 1 Twitter and 2 Instagram posts, etc.).

- Must following social media platform requirements (e.g. word count, etc.)
- Posts can be in English, French, or Bilingual (where available).
- Content and images provided in accessible format (e.g. Word).
- Price: \$500

Build Your Own Marketing Package

Customize your PHE Canada marketing package and maximize your return! Pick and choose the ad spots that best fit your promotion, targets your audience, and offers you the greatest reach ... all at a discounted price!

Customize your marketing package through the available spots in PHE Canada's website, e-Communications, and Social Media.

Save 10%

- Choose three or four ad spots and receive 10% off the regular price of each spot.

Save 15%

- Choose five to nine ad spots and receive 15% off the regular price of each spot.

Save 20%

- Choose 10 or more ad spots and receive 20% off the regular price of each spot.

*Packages must be purchased on a single order form. Ad spots purchased at various times will not be eligible for a discounted rates.

If you have any questions, contact Jordan Burwash at (613) 523-1348 x.2339 or via email at jordanburwash@phecanada.ca.

PHE Canada Order Form

To confirm your ad booking, please complete the customer information and ad insertion details below and submit it by email to jordanburwash@phecanada.ca or by mail to:

Jordan Burwash
PHE Canada
2451 prom. Riverside Drive
Ottawa, ON K1H 7X7

Customer Information

Company: _____
Contact: _____ Position: _____
Address: _____
City: _____ Province/State: _____
Postal Code/ZIP: _____ Country: _____
Phone: _____
Email: _____
Website: _____

Order Details

Website		Duration		e-Communications	
Homepage Banner Ad	\$ 1,000 / month	____ months ☐		In Touch Advertisement	\$ 400/issue ☐
Internal Banner Ad	\$ 300 / month	____ months ☐		Exclusive E-blast	\$ 1,500 ☐
Internal Vertical Banner Ad	\$ 300 / month	____ months ☐			
				Total:	\$ _____
Social Media				Less: Customized Discount:*	\$(_____)
3 post package	\$ 500 per	\$ _____ ☐		Tax (13% HST)	\$ _____
				TOTAL	\$ _____

*Customized Discounts: 3-4 ad spots: 10% 5-9 ad spots: 15% 10 or more ad spots: 20%

Upon submission of this order form, PHE Canada will follow up with the contact to confirm the details of the advertisement(s).

Authorization

I authorize the advertisement(s) within the PHE Canada media as specified above

(Signature Required) _____ Date: _____

Method of Payment: Credit Card ☐ Cheque ☐

Credit Card Authorization (if applicable)

I authorize PHE Canada to charge my Visa ☐ MasterCard ☐ for payment of the contracted ad space.

Name as it appears on the credit card: _____

Card Number: _____ Exp. Date: _____ / _____ CVV: _____

Signature: _____ Date: _____

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