

AMBA

digital
sponsorship
package

2026



the AMBA community

After the success of our milestone 50th anniversary, AMBA is continuing to grow and evolve with new, exciting opportunities. Sponsoring with us in 2026 means more than just participating in events and online promotions; it means **becoming a recognized and trusted name within Alberta's mortgage community.**

We've developed premium sponsorship opportunities that offer **even greater value**, helping your brand stand out among industry professionals and decision-makers. Our team is ready to work with you to find the perfect fit for your goals and ensure your presence is felt throughout the year.

Let's make 2026 your most impactful year yet!



2170

Members



110+

Broker-Owners

Job titles include:



Broker-Owner, Mortgage Broker, Mortgage Associate, Lawyer, Insurer, Tech-Partner, Lender

Years in industry:

32% 0-5

43% 6-19

25% 20+

Age:

5% 21-30

25% 31-40

35% 41-50

9% 61-70

26% other

Get in touch:

Shannon Zurowski

Coordinator, Communications

szurowski@amba.ca

(587) 819-5931

about AMBA

The Alberta Mortgage Brokers Association is a not-for-profit organization dedicated to advancing Alberta's Mortgage industry through advocacy, education, professional development, and community.



25 years of providing pre-licensing training to Alberta's future mortgage professionals.



Recognized for fostering a **strong, supportive broker community** by engaging members in a variety of initiatives.



AMBA's attention to detail and the personal touches they incorporate into their events and digital platforms have made our collaboration a fundamentally important aspect of our networking strategy. Their commitment to excellence truly sets them apart.

**Shauna,
BrokerLink Insurance**



over 50 years of representing the interests of Alberta Mortgage Brokers.



20 Digital 26 Sponsorship

E-NEWSLETTERS



Newsletter Stats (2025):

Advisor → 2,700+ Subscribers

Insight → 100+ Broker-Owners

	AMBA Advisor	AMBA Insight	Industry Average
Open Rate	52%	67%	35.38%
Click Rate	3.7%	13%	2.23%

AMBA Advisor \$200 (12 issues, 2 available per issue) only 8 spots left!

Showcase your company in the AMBA Advisor—our **monthly e-newsletter** delivered to Members, students, and subscribers. It keeps readers informed on key industry updates and AMBA initiatives, making it a valuable platform to align your brand with trusted, timely content.



AMBA Insight \$150 (4 issues, 2 available per issue) 50% sold out!

Promote your company in AMBA Insight—our exclusive **quarterly e-newsletter** for Member Broker-Owners. This targeted publication delivers industry news, AMBA initiatives, and updates tailored to brokerage operations, along with invitations to exclusive events and professional development opportunities designed specifically for leaders in the field.





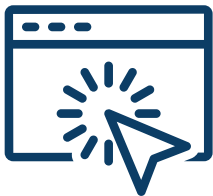
WEBSITE (AMBA.CA)

AMBA’s website attracts over 5,500 unique visitors each month and is a trusted resource for new, current, and prospective members. It’s the perfect platform to build brand awareness and connect with engaged industry professionals and decision-makers.

Even more exciting—our website is getting fully redesigned in early 2026, with a clean, modern design and enhanced usability that will elevate the user experience and champion AMBA’s forward momentum.



Website Stats (2025):



5,500+
unique visitors
per month



1m 20s
average engagement
time per visitor

Homepage Banner **\$300 per month**

(12 available)

Showcase your brand with a prominent banner on the AMBA homepage—one of the first things visitors see on amba.ca. This high-impact spot is available in static or dynamic formats to suit your message. **Some restrictions apply**

Blog or Article **\$400 per month**

(12 available)

Share your expertise with a blog or article that lives **permanently on our website**—boosting visibility, SEO, and driving ongoing organic traffic and leads. It’s a lasting way to showcase industry insights.

Marketing Benefits

- One (1) dedicated post across all AMBA social media channels.
- Featured in corresponding monthly edition of the AMBA Advisor.



20 Digital 26 Sponsorship

WEBSITE (AMBA.CA)



Industry Job Board

FREE for AMBA Members

\$100 per month for non-members

Hiring? Post your job listing on AMBA's website to reach new mortgage broker graduates and qualified industry professionals already engaged in the community. AMBA Members post for free; non-members pay \$100/month.

Interested in becoming a Member? Reach out to membership@amba.ca.



Industry Event Listing

(COMING SOON!)

Hosting an industry event? Share it with our network by listing it on AMBA's community event calendar.* It's a simple, effective way to boost visibility, drive attendance, and connect with Alberta's mortgage professionals. Your listing will be seen by Members, students, and industry partners who regularly visit our site to stay informed about what's happening across the province.

****Some restrictions apply***





AMBA SOCIAL MEDIA

Promote your brand to an engaged audience of mortgage professionals, students, and industry influencers through AMBA's active LinkedIn, Facebook, and Instagram channels. Connect with decision-makers and future leaders in a meaningful way.

2025	Instagram	Facebook	LinkedIn	Industry Average
Followers	1,150+	1,500+	2,900+	-
Engagement Rate	18.2%	4.1%	24%	3.56%
Impressions	9,000+	6,000+	43,000+	-
Click-Through Rate (CTR)	3.7%	1.5%	1.85%	0.99%



Have news to share?

Post announcements on AMBA's social channels to reach our engaged industry audience.

Single Post, Three Channels

\$100

Single Post, Channel of Choice

\$50



Social Media Marketing Package

\$375 (12 available, 1 package per month)

Boost your visibility with four custom posts across AMBA's social media channels during the month of your choice.* Includes content writing and links to your website to drive traffic.

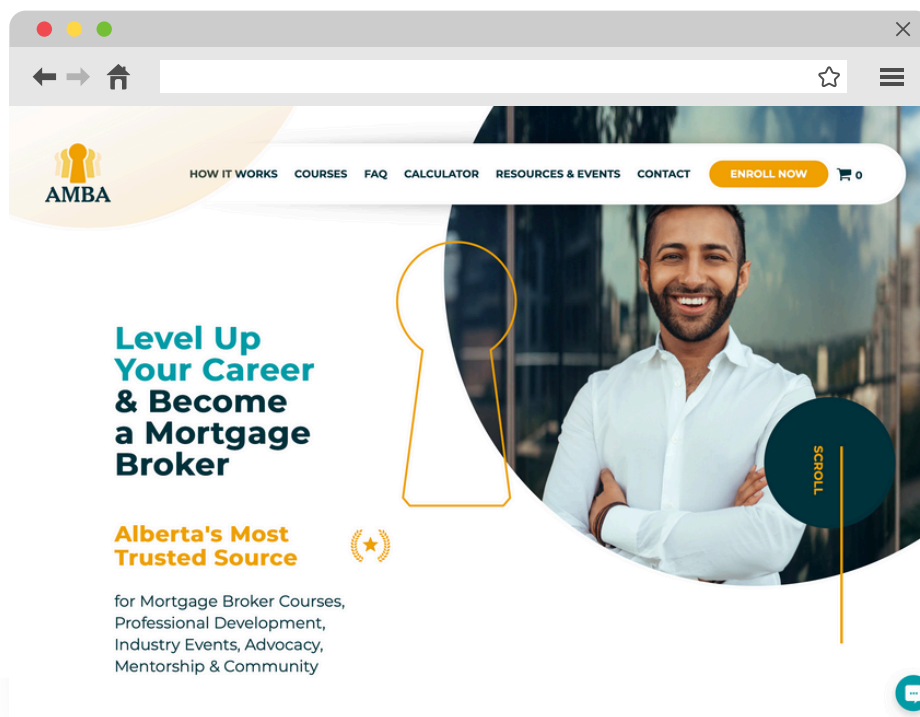
***Some restrictions apply**



20 Digital 26 Sponsorship

WEBSITE (MORTGAGECOURSE.CA)

AMBA's education website is a key resource for current and prospective mortgage broker students, offering valuable learning and certification tools. With a growing audience of dedicated future industry professionals, our site provides an ideal platform for advertisers to connect with engaged learners and soon-to-be decision-makers.



Blog or Article \$300

Strengthen your reputation with a blog or article that lives permanently on our site, creating backlinks to your website which improves your site's SEO. Share valuable insights, showcase your expertise, and continue being noticed by soon-to-be mortgage professionals long after publication.*

***Some restrictions apply**



GRADUATE GUIDE

Connect with the next generation of mortgage brokers!

Introduce your company to future mortgage brokers before they enter the industry! AMBA's digital Mortgage Associates Program Graduate Guide is released quarterly and reaches individuals who have just completed their exams, positioning your company as a key resource as they begin their careers. Get ahead of the competition by promoting your products and services to these emerging professionals as they launch their careers.



Full Page \$550 (1 available per quarter)

Half Page \$325 (2 available per quarter)

Footer Banner \$200 (3 available per quarter)

Commit to a full year and save!

Book all four (4) quarters within the graduate guide and receive **15% off!**

****Some restrictions apply***

full page
8.5 " x 11"
2550px x 3300px

half page vertical
4.25 " x 11"
1275px x 3300px

half page horizontal
8.5 " x 5.5"
2550px x 1650px

banner
8.5 " x 2.75"
2550px x 825px



20 Digital 26 Sponsorship

Member directory

IMAGROW Inc. o/a The UnBrokers
arthy@theunbrokers.com
www.theunbrokers.com

Guardium Consulting Services Inc.
rdhen@guardiumconsulting.com
www.guardiumconsulting.com

Indi Mortgage
gord@indimortgage.ca
www.indimortgage.ca

Innocapital Corporation
nicole@innocapital.ca
www.innocapital.ca

Invis Inc.
suebackstrand@invis.ca
www.invis.ca

Ironwood Financial Services Inc.
lewin@ironwoodfinancial.ca
www.ironwoodmanagement.com

Willgetmortgage Services Inc.
nair@willgetyourmortgage.com
www.willgetyourmortgage.com

Jayman Financial Corp.
fracker@jayman.com
www.jaymanfinancial.com

Legacy Mortgage Group
hello@legacymortgagegroup.com
www.legacymortgagegroup.com

LendFit Mortgage Solutions
david@lendfit.ca
www.lendfit.ca

MA Mortgage Architects
records.admin@mtgarc.ca
www.mortgagearchitects.ca

Max Capital Financial Inc.
bunard@maxcap.ca
www.maxcap.ca

MIP Mortgage and Investment Professionals Inc.
zpeder@gmail.com
www.mipmortgage.com



Alberta Mortgage Brokers Association
info@amba.ca
www.amba.ca

The Alberta Mortgage Brokers Association (AMBA) is the only provincial organization advancing Alberta mortgage professionals through advocacy, professional development, and community.

Since 1975, we've shaped the future of our industry and elevated the mortgage profession in Alberta.



Enhanced Listing \$50 (Member brokerages only)

Boost your company's visibility with a premium listing that features your name, logo, email, website, and a captivating 50-word description. This enhanced profile is designed to catch the eye of new graduates and open the door to meaningful connections and recruitment opportunities.

MISCELLANEOUS



Graphic Design starting at \$50

Need eye-catching visuals to support your digital sponsorship? Let AMBA's in-house design team bring your brand to life.* From social media graphics to website banners and newsletter ads, we will create polished, professional designs that align with your brand and make an impact.

****Design services are available exclusively to AMBA digital sponsorships and subject to scheduling availability. Some restrictions apply.***

