

Connect with **decision makers** from nearly 100% of Canada's dams in *Bulletin* quarterly magazine

- > Our members represent **99%** of dam industry purchasing power in Canada.
- > CDA members and *Bulletin* readers are key industry decision makers who control expenditures and make final purchasing decisions.
- > Your ad in *Bulletin* reaches:
 - Dam owners
 - Provincial, federal and municipal agencies
 - Utility specialists
 - Consultants and other related professionals
 - Contractors
 - Hydropower providers
 - Engineers

Canada's Hydropower Industry Strength

- > In Canada, **hydro power represents 97%** of renewable electricity production.
- > There are presently **804 large dams** in operation in Canada.
- > **Large hydro projects** provide employment for hundreds of people during the construction of the project (generally from seven to 10 years), contributing to the economy of the region.

Source: <http://www.canhydropower.org>

About CDA

The Canadian Dam Association is Canada's **only** professional organization dedicated to advancing the technology of dam engineering, construction, operation, maintenance and safety. CDA serves as a forum for the exchange of ideas and experiences in the field of dam safety, public safety and protection of the environment.

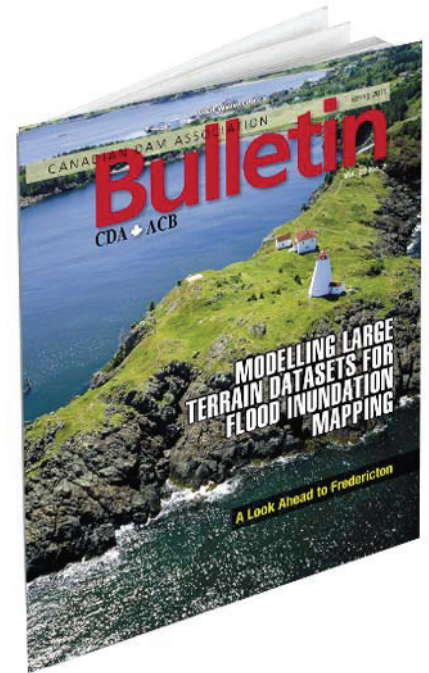
To learn more about showcasing your product and service solutions to Canada's dam market leaders, contact your Naylor account executive today!

For more information, please contact:

Anook Commandeur

Publication Director

Naylor (Canada), 800-665-2456, ext. 621
acommand@naylor.com



IN PRINT

Bulletin is circulated to members, industry professionals and government officials four times a year. Topics include association event coverage, legislative and regulatory updates and features on the latest industry news.

Additional copies are distributed at events throughout the year.

ONLINE

An exact replica of the print version, the interactive digital edition is e-mailed to readers and archived on www.cda.ca. Ads are hyperlinked to the landing page of your choice, increasing traffic to your website.



To learn more about the Canadian Dam Association, visit:

www.cda.ca

Bulletin quarterly magazine

Digital Edition – www.cda.ca/cda_new_en/publications/bulletin/bulletin.html

In addition to print, **Bulletin** is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



Extend your print advertising investment with the unique benefits of digital media:

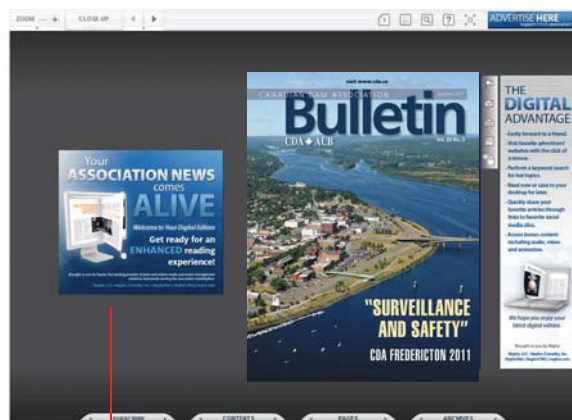
- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers

Members and readers receive each issue via e-mail and each new issue is posted on the association's website. A full archive of past issues is available, ensuring longevity for your online presence.

With the digital edition, readers can:

- Bookmark pages and insert notes
- Perform a keyword search of the entire magazine
- Navigate and magnify pages with one click
- View issues instantly from most smart phones
- Read the issue online or download and print for later
- Share articles on third-party news and social networking sites
- Use tabs to view archives, find a list of articles for one-click access and more

Ad Positions



eSponsorship | \$1,509.50 per issue

Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities are available.

eLink | Included in display ad rates

eLinks increase traffic from your ad in the digital edition to your company's website or a corporate e-mail address.



eToolbar | \$759.50 per issue

Your company name is displayed as a button on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons. When viewers click the button, a box containing descriptive text about your company and a link to your website will appear.

eSkyscraper | FREE with eSponsorship

The eSkyscraper ad displays the entire time the digital edition is open, giving your message consistent and lasting exposure.

Net Advertising Rates

All rates include an eLink in the digital edition of the magazine.

DIRECT MAIL OPPORTUNITIES AVAILABLE:

Please ask your representative for details

Revisions and Proofs: \$50.00

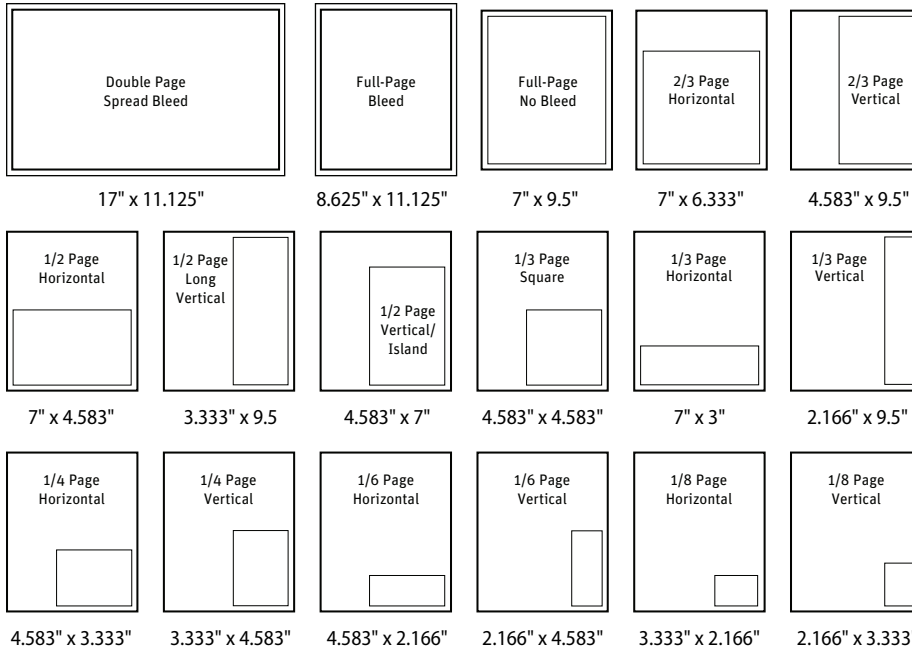
Position Guarantee: 15% Premium

Full-Colour Rates	1-2x	3x	4x
Double Page Spread	\$4,209.50	\$3,999.50	\$3,789.50
Outside Back Cover	\$3,699.50	\$3,429.50	\$3,299.50
Inside Front or Inside Back Cover	\$3,469.50	\$3,209.50	\$3,079.50
Full Page	\$2,819.50	\$2,679.50	\$2,539.50
2/3 Page	\$2,529.50	\$2,399.50	\$2,279.50
1/2 Page Island	\$1,919.50	\$1,819.50	\$1,729.50
1/2 Page	\$1,719.50	\$1,629.50	\$1,549.50
1/3 Page	\$1,419.50	\$1,349.50	\$1,279.50
1/4 Page	\$1,009.50	\$959.50	\$909.50
1/6 Page	\$769.50	\$729.50	\$689.50
1/8 Page	\$629.50	\$599.50	\$569.50

Black-and-White Rates	1-2x	3x	4x
Full Page	\$1,959.50	\$1,859.50	\$1,759.50
2/3 Page	\$1,669.50	\$1,589.50	\$1,499.50
1/2 Page Island	\$1,459.50	\$1,389.50	\$1,309.50
1/2 Page	\$1,259.50	\$1,199.50	\$1,129.50
1/3 Page	\$999.50	\$949.50	\$899.50
1/4 Page	\$739.50	\$699.50	\$669.50
1/6 Page	\$569.50	\$539.50	\$509.50
1/8 Page	\$479.50	\$459.50	\$429.50

Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

DPS Live Area: 15.417" x 9.5"
Full-Page Live Area: 7" x 9.5"

Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

Artwork Requirements

All digital colour and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All colour artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a colour shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

Online Specifications

For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Digital Edition

eSponsor

- 550 x 480 pixels
- JPG, GIF, Flash/SWF*, AVI, MPG, MOV, FLV or Real Player accepted
- Animation and video no longer than one minute in duration

eSkyscraper

- 200 x 783 pixels
- JPG only (no animation)

eToolbar

- 250 x 50 pixels; 50 character limit (initial eToolbar button)
- JPG only (no animation)

Digital Edition Guidelines

- Minimum 18pt type (depending on font style) should be used for clarity.
- Avoid any ActionScript that can affect the NXTbook engine, such as `_parent` layer of the animation, `_level0` and `_root` references, or global functions like `setInterval`.
- **Note: Do not add and Web links or URLs;** we will create the links so they can be tracked on our system.
- Files should be compressed as much as possible.

Please note: File size for static ad submissions must not exceed 100 kb.

*Flash Guidelines

Embed all fonts

- To avoid transparency issues with Web pages, create a bottom layer and draw a solid filled box. Do not use Flash default stage colour.
- Make sure there is no white space around the edge of the animation.
- Please loop supplied animations 3-4 times and add a stop action (no continuous loops allowed). For Web ads, animation must not exceed 25 seconds (including multiple loops).

Setting Up Flash Creatives for Online Ads

1. Open your .fla file.
2. In the 'Timeline' create a new layer on top, then select the first frame.
3. Draw a large rectangle or shape that will cover the whole banner.
4. Convert the shape to a 'Symbol' and track it as a button.
5. From the properties, set the 'Colour Effect' as 'Alpha' and set it to 0%.
6. With the newly created button, go to the 'Actions' panel and add the following code:

```
on (press) {
    getURL(url, "_blank");
}
```

Note: Do not type the company URL but the word "URL". Contact your Naylor sales rep to supply your intended URL.

7. Publish or export your .SWF file to Flash 9 player and Action Script 2.0. Your Flash file is now ready to be tracked by our system.

You can find more information on how to track Flash Banners at the Adobe Rich Media Advertising Center at: http://www.adobe.com/resources/richmedia/tracking/designers_guide/

Past Advertisers in *Bulletin*

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the Canadian Dam Association and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of CDA.

Allor/Plesh Industries, Inc.	Hydrothane Systems, Inc.
AMEC	IBI Group
Andritz Hydro	INCON
ASL AQFlow, Inc.	J.L. Richards & Associates Limited
Atlas Polar Company Limited	J.D. Mollard and Associates (2010) Limited
B.C. Hydro	Johnson Machine Works, Inc.
Barnard Construction Company, Inc.	KGS Group
Bauer Foundations Canada, Inc.	Klohn Crippen Berger
BMT-Fleet Technology Limited	Knight Piesold Ltd.
Boart Longyear Canada	Layfield Group of Companies
Brookfield Power Services, Inc.	Layne GeoConst. Div. Layne Christenen
Canadian Seabed Research Limited	LiDAR Services International (LSI), Inc.
Canbar, Inc.	Manitoba Hydro
Capri USA, Inc.	Matrix Solutions, Inc.
Certified Coating Specialist	Mavel, A.S.
Chant Construction	MECo
COH, Inc.	Mitre Software Corporation
Con-Tech Systems	MVA Power, Inc.
Constuction Kiewit Cie	MWH (Alberta)
Crompton Greaves Ltd (CG) CG Power Systems USA	Northwest Hydraulic Consultants
Dominion Divers	O.D.S. Marine
EBA Engineering Consultants Ltd.	Olson Engineering, Inc.
Electro Composites	Ontario Power Generation
Fusion Babbitting Co., Inc.	Palmetto, Inc.
Gemtec Limited	Potencia Industrial S.A
Geo-Foundations Contractors, Inc.	Roctest Ltd.-Canada
GEO-SLOPE International Ltd.	Rodney Hunt Company
Geokon, Inc.	RST Instruments Ltd.
Gilkes, Inc	Sealogic Innovations Corp.
Golder Associates Ltd.	Seals Unlimited, Inc.
Groupe Qualitas, Inc.	SKF Economos Canada
Gygax Engineering Associates Ltd.	Sorensen Systems/Sorensen Governor Company
Hatch Ltd.	Terra Remote Sensing, Inc.
Hayward Baker, Inc.	Thurber Engineering
HDR	Trimble Infrastructure
Hexeco, Inc.	URS Corporation
Hydro Component Systems, LLC	Woodbridge Constructors, Inc.
Hydro Innovation	Worthington Products, Inc.
Hydro Quebec, Groupe Production	YMCL Engineering Ltd.
Hydro Review/PennWell	

We appreciate your support!