

Alberta Chamber of Resources

Resources Guide and Directory





FOR MORE INFORMATION, PLEASE CONTACT:

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The ACR Advantage

- The natural resources sector in Alberta had approximately \$204 billion worth of planned and underway projects in 2014.*
- Over the last 5 years, natural resource firms in Canada have contributed nearly \$26 billion per year in revenue for all governments.*
- The ACR membership is a mixture of resource developers and suppliers of all sizes.
- The Resources Guide and Directory is distributed to every member of ACR. It is also distributed to government, education and research organizations.

Who We Are

The Alberta Chamber of Resources (ACR) provides leadership for the orderly and responsible development of Canada's multi-billion dollar natural resources industry.

Our member companies are spread across the resource spectrum, and include:

- Forestry Power generation
- Oil sands Mineral development
- Oil and gas Financial expertise
- Coal Legal expertise

Reach the top executives in Canada's natural resources industry. Contact your Naylor account executive today!



Resources Guide and Directory

Available both in print and digital! www.nxtbook.com/naylor/ACRA/ ACRA0015





Net Advertising Rates

Revisions and Proofs: \$50.00 Position Guarantee: 15% Premium

Full-Colour	1x
Double Page Spread	\$4,509.50
Outside Back Cover	\$3,699.50
Inside Front or Inside Back Cover	\$3,379.50
Full Page	\$2,929.50
2/3 Page	\$2,669.50
1/2-Page Island	\$2,389.50
1/2 Page	\$2,209.50
1/3 Page	\$1,939.50
1/4 Page	\$1,259.50
1/6 Page	\$1,059.50
1/8 Page	\$759.50
Black-and-White	1x
Full Page	\$1,979.50
1/2 Page	\$1,229.50
1/3 Page	\$979.50
1/4 Page	\$799.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

\$709.50

\$529.50

All rates include an ad link in the digital edition of the magazine.

Digital Edition Branding Opportunities

1/6 Page

1/8 Page

Sponsorship | \$1,500 Skyscraper | \$1,000 Toolbar | \$500

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



State of the Industry Rates

With the current state of the industry, Naylor Association Solutions recognizes the changes taking place in Alberta. We are pleased to offer the below special rates this year to assist your company with staying in front of your targeted market.

Select from the following options:

| Full-Page, Full-Colour | \$1,999.50
| 1/2-Page, Full-Colour | \$1,499.50
| 1/4-Page, Full-Colour | \$799.50

All rates are per insertion. Invoices are issued upon publication.

Naylor charges a \$50 artwork surcharge for artwork creation or changes.

This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name:		
Primary Contact:	Position:	
Address:		
City:	State/Province:	Zip/Postal Code:
Phone:	Fax:	
Email:	Website:	
l agree to all the terms of the	rate sheet and this contract	as applicable for my company.
Payment Authorization Signature: X		_Date:
All cancellations must be received in writing and all premium positions (bann copy must be received within 60 days of the contract. (ACR-A0016)	ers) are NON-cancelable. Cancellations of online ads will be pro-rates to the	e next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising

Please sign and return to:



Resources Guide and Directory digital edition



Digital Edition

In addition to print, *Resources Guide and Directory* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *Each issue is emailed to readers as well as posted on the ACR's website.* An archive of issues is available, securing your ad a lasting online presence.

Readers can:

- · Bookmark pages and insert notes
- · Keyword search the entire directory
- · Navigate and magnify pages with one click
- · Search the directory online or download and print for later
- · View the directory instantly from most smartphones and tablets

Extend your advertising investment with digital media:

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

Ad Positions



Digital Sponsorship (550 x 480 pixels) \$1,500

Your message will be prominently displayed directly across from the cover of the magazine. Animation capabilities are available. Video capabilities not available for Sponsorship Max.



Digital Toolbar (250 x 50 pixels) \$500.00

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

Digital Skyscraper (200 x 783 pixels) \$1,000

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Ad Link | *Included in display ad rates*

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

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



Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the Alberta Chamber of Resources 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 ACR.

ABC Benefits Corporation

Alberta Innovates - Technology Futures (AITF)

Alberta Innovates Bio Solutions Alberta Mine Safety Association Alberta's Industrial Heartland

APEGA

Association for Mineral Exploration BC

Baldwin Filters

Bird Construction Company

Brandt Tractor Ltd.

Building Trades of Alberta

Canada Culvert

Canadian Corps of Commissionaires - Southern Alberta

Canadian Oil Sands Ltd. Cando Rail Services Ltd.

Careers The Next Generation Foundation

Clifton and Associates Ltd. Dentons Canada LLP DLA Piper (Canada) LLP

DuCharme, McMillen & Associates, Canada Ltd.

Finning (Canada) Fluor Canada Ltd.

GIW Industries, Inc. (A KSB Company)

Graham Group Graymont

Grindstone Creek Energy Services Ltd.

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Int'l Brotherhood of Boilermakers International Cooling Tower Inc.

Jet-Lube of Canada

JV Driver Group Ketek Group Inc.

Klohn Crippen Berger Ltd.

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Ledcor CMI Ltd.

Lehigh Hanson Materials Ltd.

Marker Geomatics Inc.

McLennan Ross

Millennium EMS Solutions Ltd.

Miller Thomson LLP

NCSG Crane & Heavy Haul Services
Neegan Development Corporation Ltd.

NORMROCK Industries Nortech Advanced NDT Ltd. Northwest Hydraulic Consultants

Norwest Corporation

PCL Industrial Management Inc. Rocky Mountain Equipment

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SMS Equipment Inc.
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Spintek Filtration
Stewart, Weir & Co. Ltd.
Suncast Polytech Inc.
Syncrude Canada Ltd.
Teck Resources Ltd.

Thunder Bay Port Authority

Thurber Engineering

University of Alberta Faculty of Engineering

Vallen

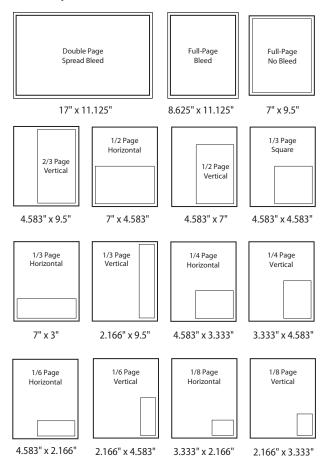
Waiward Steel Fabricators Ltd. Westquip Diesel Sales (ALTA)

Xpera Risk Mitigation and Investigation



Print Advertising Specifications

Directory 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"

Specs for Outsert/Inserts

Directory/Magazine

1 Pg / 1 Surface 8.375" x 10.875" 1 Pg / 2 Surface 8.375" x 10.875" 2 Pg / 4 Surface 8.375" x 10.875" Postcards 6" x 4.25" Heavy Card Stock Insert 8.25" x 10.75" Postal flysheets 8.5" x 11"

Artwork Requirements

All digital color and grayscale 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 color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

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

Ad Material Upload

2/3 Page Horizontal

7" x 6.333"

Go to the Naylor website at www.naylor.com

Proofs and Revisions

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