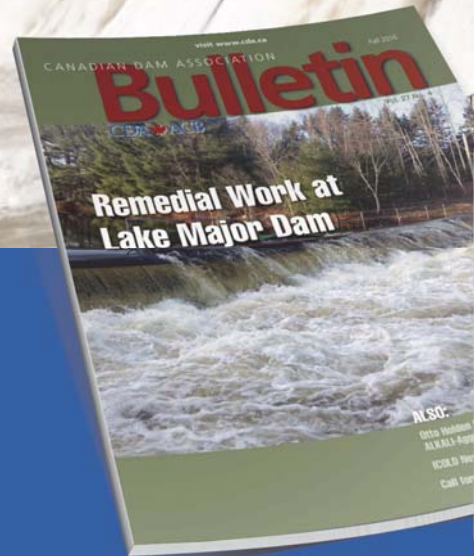
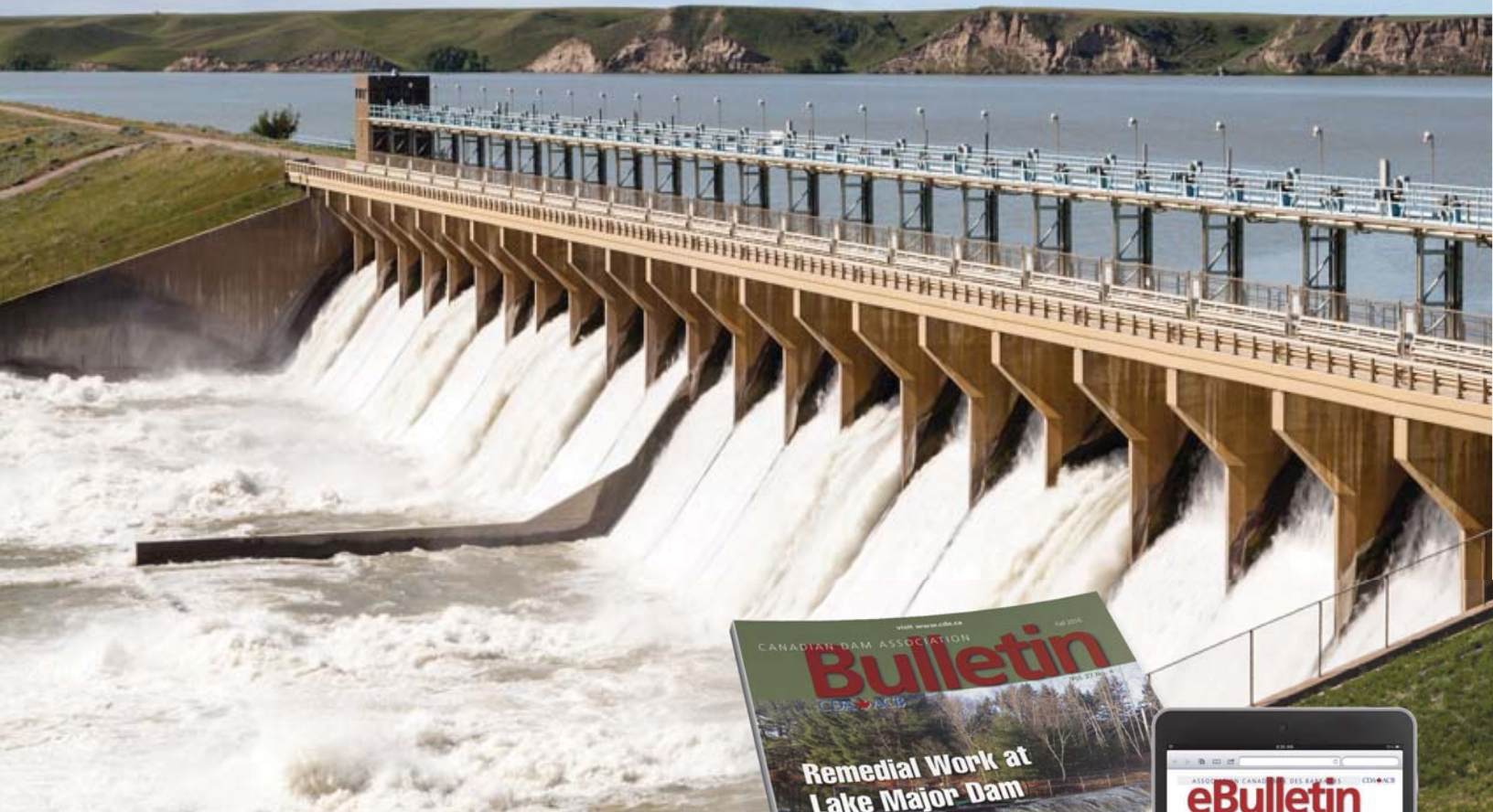


# CANADIAN DAM ASSOCIATION



## MEDIA KIT

*CDA Bulletin* magazine  
*eBulletin* eNewsletter

FOR MORE INFORMATION, PLEASE CONTACT:

[www.cda.ca](http://www.cda.ca)

Trevor Perrault  
Publication Director  
(800) 665-2456 ext. 4472  
[tperrault@naylor.com](mailto:tperrault@naylor.com)



# THE CANADIAN DAM ASSOCIATION

The Canadian Dam Association is a group of dam owners, operators, regulators, engineers and others who share the goal of advancing knowledge and practices related to dams in Canada.

**80%**

Our members are responsible for approximately **80% of the purchases of products and services** in the dam industry.

**750+**  
**MEMBERS**

We are the **only national association** tightly focused on the technical aspects of dam safety and operations.

## INDUSTRY OUTLOOK

There are more than **10,000** dams in Canada, of which **933** are classified as large dams. Our members represent approximately **80%** of the dam industry which includes dams associated with hydroelectric power, mining, agriculture and water supply usage.

- ◆ The hydroelectric industry in Canada is valued at over **\$25 billion** in revenue annually.\*
- ◆ Hydroelectricity accounts for **92%** of Canada's renewable power.\*
- ◆ Over the next five years, industry revenue is expected to increase annually by 3%.

**Reach members who account for over 80% of national expenditures in the Canadian dam industry! Contact your Naylor account executive today.**



**Bulletin magazine**  
In print & online

[www.naylornetwork.com/cda-nxt/](http://www.naylornetwork.com/cda-nxt/)



**eBulletin**  
Monthly eNewsletter

[www.naylornetwork.com/cda-nwl/](http://www.naylornetwork.com/cda-nwl/)

## Net Advertising Rates:

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

**Revisions and Proofs:** \$50  
**Position Guarantee:** 15% Premium

| Full-Color Rates                  | 1x          | 2x          | 3x          | 4x          |
|-----------------------------------|-------------|-------------|-------------|-------------|
| Double Page Spread                | \$ 4,469.50 | \$ 4,249.50 | \$ 4,019.50 | \$ 3,799.50 |
| Outside Back Cover                | \$ 3,929.50 | \$ 3,779.50 | \$ 3,629.50 | \$ 3,479.50 |
| Inside Front or Inside Back Cover | \$ 3,689.50 | \$ 3,539.50 | \$ 3,389.50 | \$ 3,239.50 |
| Full Page                         | \$ 2,999.50 | \$ 2,849.50 | \$ 2,699.50 | \$ 2,549.50 |
| 1/2 Page Island                   | \$ 2,009.50 | \$ 1,909.50 | \$ 1,809.50 | \$ 1,709.50 |
| 1/2 Page                          | \$ 1,839.50 | \$ 1,749.50 | \$ 1,659.50 | \$ 1,559.50 |
| 1/3 Page                          | \$ 1,519.50 | \$ 1,439.50 | \$ 1,369.50 | \$ 1,289.50 |
| 1/4 Page                          | \$ 1,089.50 | \$ 1,039.50 | \$ 979.50   | \$ 929.50   |
| 1/6 Page                          | \$ 819.50   | \$ 779.50   | \$ 739.50   | \$ 699.50   |
| 1/8 Page                          | \$ 679.50   | \$ 649.50   | \$ 609.50   | \$ 579.50   |

| Black-and-White Rates | 1x          | 2x          | 3x          | 4x          |
|-----------------------|-------------|-------------|-------------|-------------|
| Full Page             | \$ 2,099.50 | \$ 1,989.50 | \$ 1,889.50 | \$ 1,779.50 |
| 1/2 Page              | \$ 1,359.50 | \$ 1,289.50 | \$ 1,219.50 | \$ 1,159.50 |
| 1/3 Page              | \$ 1,079.50 | \$ 1,029.50 | \$ 969.50   | \$ 919.50   |
| 1/4 Page              | \$ 799.50   | \$ 759.50   | \$ 719.50   | \$ 679.50   |
| 1/6 Page              | \$ 619.50   | \$ 589.50   | \$ 559.50   | \$ 529.50   |
| 1/8 Page              | \$ 509.50   | \$ 479.50   | \$ 459.50   | \$ 429.50   |

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.

## Digital Edition Branding Opportunities

**Leaderboard** | \$500.00 per issue

**Sponsorship** | \$400.00 per issue

**Toolbar** | \$300.00 per issue

**Skyscraper** | \$500 per issue

**Belly Band** | \$400.00 per issue

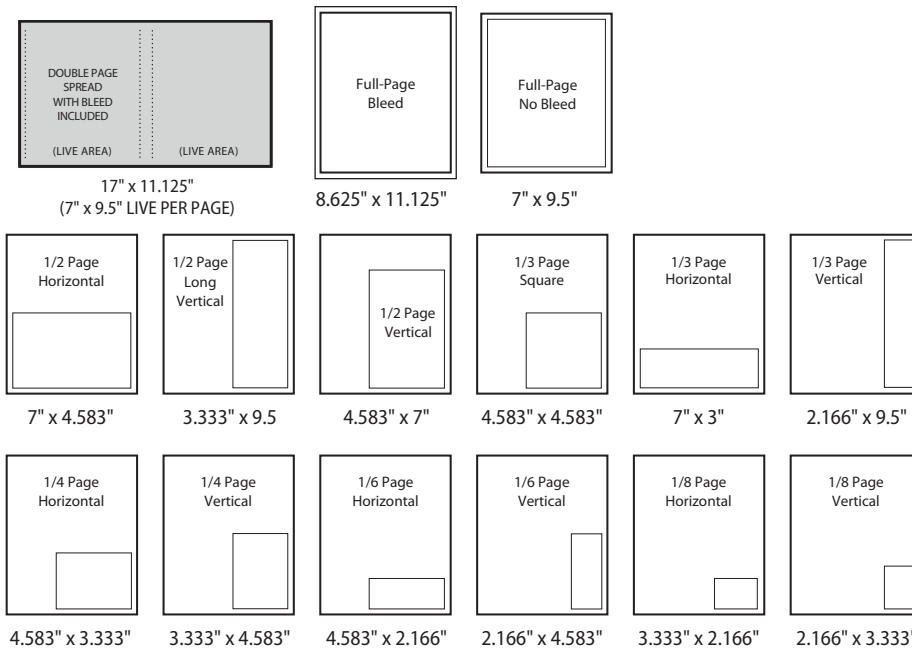
Online Specifications - For more information, visit: [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). (Rates as of June 2016)



## Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"



### 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.

### Ad Material Upload

Go to the Naylor website at [www.naylor.com](http://www.naylor.com)

### Proofs and Revisions

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.

### Specs for Outsert/Inserts

- 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 flyersheets 8.5" x 11"

**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"

**Online Specifications - For more information, visit:** [www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

## Digital Edition – [www.naylor.com/cda-nxt](http://www.naylor.com/cda-nxt)

In addition to print, *Bulletin* magazine 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 CDA website. An archive of issues is available, securing your ad a lasting online presence.*

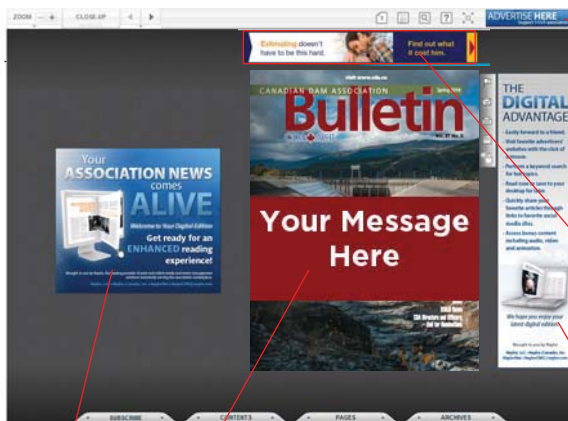
### Readers can:

- **Bookmark pages and insert notes**
- **Keyword search the entire magazine**
- **Navigate and magnify pages with one click**
- **Share articles on news and social networking sites**
- **Read the issue online or download and print for later**
- **View issues instantly from most smartphones and tablets**
- **View archives and find a list of articles for one-click access**

### 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) | \$400.00

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

#### Digital Belly Band (603 x 324 pixels) | \$400.00

Your company will be featured as a digital belly band that wraps around the front and back of the digital edition. This prominent location will give your company tremendous exposure to our members.

#### 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.

#### Digital Toolbar (250 x 50 pixels) | \$300.00

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 Edition Leaderboard (728 x 90 pixels) | \$500.00

The leaderboard ad is displayed the entire time the digital edition is open at the top of the digital edition, giving your message constant and lasting exposure.

#### Digital Skyscraper (200 x 783 pixels) | \$500.00

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

Online Specifications - For more information, visit:  
[www.naylor.com/onlinespecs](http://www.naylor.com/onlinespecs)

## About the eNewsletter - [www.naylornetwork.com/cda-nwl/](http://www.naylornetwork.com/cda-nwl/)

Now more than ever, professionals consume information on the go. Our eBulletin eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.

### Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of nearly 1,700 decision-makers on a regular basis
- In addition to CDA members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other CDA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events



### Horizontal Banner

12 Months | \$2,700

- Only nine spots available – NO ROTATION
- Located between popular sections of the eBulletin

180 x 150 pixels  
JPG only (no animation)  
Max file size 100 KB

**Traffic Stats:**

Approximately 1,620 total opens per issue (equating to 96% total open rate)

(Traffic numbers from 05/16 - 11/16)

### Distributed every month to nearly 1,700 inboxes!

#### Sections include

- Industry News
- Member News
- Education and Workshops
- Career Opportunities

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## Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> Automation                                | <input type="checkbox"/> Heavy Construction                         | <input type="checkbox"/> Researchers                    |
| <input type="checkbox"/> Bearing Oil Coolers                       | <input type="checkbox"/> Hoisting Systems for Water Control Gates   | <input type="checkbox"/> Robotic Products               |
| <input type="checkbox"/> Bearings                                  | <input type="checkbox"/> Hydraulic & Waterworks Engineers           | <input type="checkbox"/> Roller-Compacted Concrete      |
| <input type="checkbox"/> Benefit Programs                          | <input type="checkbox"/> Hydraulic Oils                             | <input type="checkbox"/> Rubber Dams                    |
| <input type="checkbox"/> Cement Manufacturer                       | <input type="checkbox"/> Hydro Cleaning Companies                   | <input type="checkbox"/> Rubber Seals                   |
| <input type="checkbox"/> Coatings                                  | <input type="checkbox"/> Hydro Painting                             | <input type="checkbox"/> Safety Focus on Dams           |
| <input type="checkbox"/> Computer Software                         | <input type="checkbox"/> Hydro Plants                               | <input type="checkbox"/> Safety Investigations          |
| <input type="checkbox"/> Concrete Growth Forms                     | <input type="checkbox"/> Hydro-Cavitation Repairs                   | <input type="checkbox"/> Safety Programs                |
| <input type="checkbox"/> Conferences                               | <input type="checkbox"/> Hydropower Caverns                         | <input type="checkbox"/> Spillway Gates                 |
| <input type="checkbox"/> Construction Chemicals                    | <input type="checkbox"/> Ice Engineering                            | <input type="checkbox"/> Surveillance                   |
| <input type="checkbox"/> Construction Company                      | <input type="checkbox"/> Inspectors                                 | <input type="checkbox"/> Technologists                  |
| <input type="checkbox"/> Consultants                               | <input type="checkbox"/> Instrumentation of Dams                    | <input type="checkbox"/> Training Companies             |
| <input type="checkbox"/> Consulting Engineers                      | <input type="checkbox"/> Insulation                                 | <input type="checkbox"/> Transformers                   |
| <input type="checkbox"/> Contractors                               | <input type="checkbox"/> Iron Piping                                | <input type="checkbox"/> Trash Racks                    |
| <input type="checkbox"/> Cranes                                    | <input type="checkbox"/> Irrigation                                 | <input type="checkbox"/> Tunnel Engineering Services    |
| <input type="checkbox"/> Dam & Tunnel Instrumentation              | <input type="checkbox"/> Legal/Lawyers                              | <input type="checkbox"/> Tunneling Tools                |
| <input type="checkbox"/> Dam Owners                                | <input type="checkbox"/> Log & Debris Booms                         | <input type="checkbox"/> Turbine Contractors            |
| <input type="checkbox"/> Drilling & Pressure Grouting              | <input type="checkbox"/> Management & Evaluation of Monitoring Data | <input type="checkbox"/> Underwater Project Consultants |
| <input type="checkbox"/> Electro-Mechanical Generating Equipment   | <input type="checkbox"/> Marine Structural Survey Consultants       | <input type="checkbox"/> Underwater Video Cameras       |
| <input type="checkbox"/> Environmental                             | <input type="checkbox"/> Material Testing Software                  | <input type="checkbox"/> Water Control Gates            |
| <input type="checkbox"/> Environmental Consultants                 | <input type="checkbox"/> Measurement & Control Systems              | <input type="checkbox"/> Water Screens                  |
| <input type="checkbox"/> Equipment & Manufacturing                 | <input type="checkbox"/> Mechanical Seals                           | <input type="checkbox"/> Waterproofing Specialists      |
| <input type="checkbox"/> Fabricators                               | <input type="checkbox"/> Mining Companies                           | <input type="checkbox"/> Wood Stave Pen Stock Systems   |
| <input type="checkbox"/> Fish Guidance & Barrier Systems           | <input type="checkbox"/> Monitoring & Instrumentation               | <input type="checkbox"/> Wood Stave Pipe                |
| <input type="checkbox"/> General Contractor                        | <input type="checkbox"/> Observation Stations                       | <input type="checkbox"/> Other: _____                   |
| <input type="checkbox"/> Generator & Motors                        | <input type="checkbox"/> On-Going Repairs & Maintenance             | _____   |
| <input type="checkbox"/> Generators & Turbines                     | <input type="checkbox"/> Orphimedes (Tools Reading Measurements)    | _____   |
| <input type="checkbox"/> Geophysical Products                      | <input type="checkbox"/> Project Management Software                |   |
| <input type="checkbox"/> Geophysics                                | <input type="checkbox"/> Pumped Storage Plants                      |   |
| <input type="checkbox"/> Geotechnical & Structural Instrumentation | <input type="checkbox"/> Reinforcing Steel Bars                     |   |
| <input type="checkbox"/> Geotechnical Contractors                  |   |   |
| <input type="checkbox"/> Governors & Control Systems               |   |   |

*One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.*

\_\_\_\_\_ **Additional Categories X \$20 = \$** \_\_\_\_\_

**Initial:** \_\_\_\_\_ **Date:** \_\_\_\_\_

## Past Advertisers

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.

Alpine Machine Company Inc.  
Amec Foster Wheeler Environment & Infrastructure  
American Governor Company  
Ames Construction Canada ULC  
Ametek Factory Automation  
Ametek Process Instruments  
ASI Group Ltd.  
Atlas Polar Company Ltd.  
Austin Engineering Ltd.  
Barnard Construction Company Inc.  
Bauer Foundations Canada, Inc.  
Belyea Company Inc.  
Brews Supply  
Brookfield Renewable Energy Group  
Burke Electric LLC  
Campbell Scientific (Canada) Corp.  
Canadian Babbitt Bearings Ltd.  
Canary Systems Inc.  
Carpi Tech Canada Inc.  
Carpi USA Inc.  
COH Inc.  
Concool  
ConeTec  
Dewind One-Pass Trenching  
Digital Precision Metrology  
Diver Certification Board of Canada  
Diving Services  
Dominion Divers  
Emagineered Solutions Inc.  
Fibrwrap Construction Services Ltd.  
Galcon Marine Ltd.  
Geniglace Inc.  
Geokon Inc.

Galcon Marine Ltd.  
Geniglace Inc.  
Geokon Inc.  
Geopac  
Golder Associates Ltd.  
Gygax Engineering Associates Ltd.  
Hans Kuenz GmbH  
Hatch Ltd.  
Hayward Baker Corporate Office  
Hellan Strainer Company  
Hexeco Inc.  
Hibbard Inshore  
Hydro Component Systems LLC  
Hydro Innovation  
Hydroscreen Co. LLC  
Hydrothane Systems Inc.  
KM Testing Canada Ltd.  
Insitu Contractors Inc.  
J.D. Mollard and Associates (2010) Ltd.  
K & C Powerhouse Repair  
KGS Group  
Klohn Crippen Berger  
Knight Piesold Ltd.  
Lakeside Equipment  
Layne GEO Div. Layne Christensen  
LiDAR Services International (LSI) Inc.  
Lufkin Industries LLC  
Manitoba Hydro  
Mavel, a.s.  
Mecan-Hydro  
Measurand Inc.  
MECo  
Mitre Software Corporation

Mohawk Valve & Fitting Company  
MPE Engineering Ltd.  
Mud Bay Drilling Company Ltd.  
MWH Canada Inc.  
North American PTFE Bearing  
Northwest Hydraulic Consultants  
O.D.S. Marine  
Oiles America Corporation  
Ontario Power Generation  
Pro -ROV Services  
Rodney Hunt Fontaine  
RST Instruments Ltd.  
Seals Unlimited Inc.  
Shell Canada Energy Inc.  
Smith-Root Inc.  
Soderholm Maritime Services Inc.  
Sorensen Systems/Sorensen Governor Company  
SRK Consulting  
Teledyne BlueView  
Tetra Tech EBA Inc.  
Thurber Engineering  
URS Corporation  
US Hydro Inc.  
Valard Construction Ltd.  
Worthington Products Inc.

**We appreciate your support!**