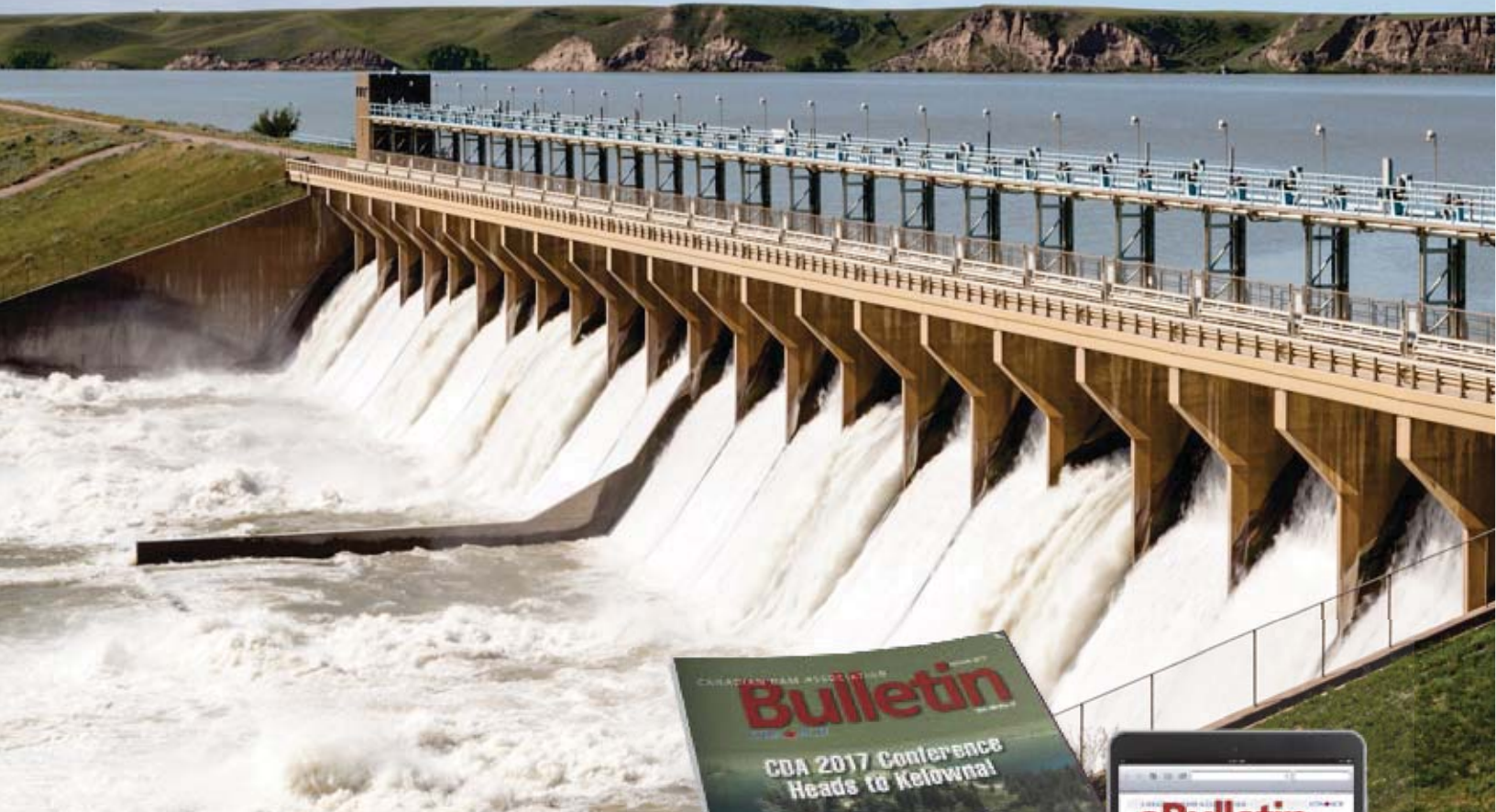
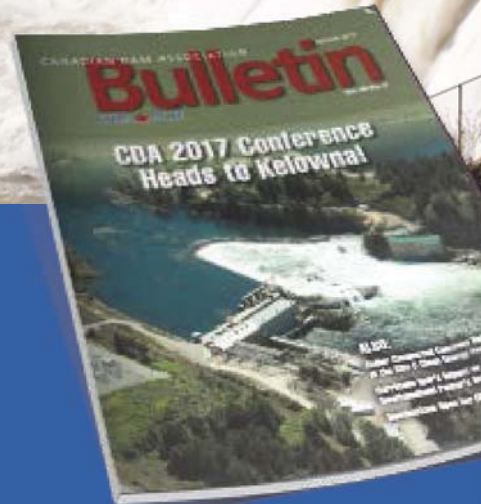


CANADIAN DAM ASSOCIATION



MEDIA KIT

CDA Bulletin magazine
eBulletin eNewsletter



FOR MORE INFORMATION, PLEASE CONTACT:

www.cda.ca

Trevor Perrault
Naylor Association Solutions
Publication Director
(800) 665-2456 ext. 4472
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.



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



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%.



Bulletin magazine
In print & online

www.naylornetwork.com/cda-nxt/



eBulletin
Monthly eNewsletter

www.naylornetwork.com/cda-nwl/

Get in front of CDA members with industry buying power! Contact your Naylor account executive today.

WE RECENTLY SURVEYED CDA MEMBERS ON OUR COMMUNICATIONS PROGRAM.

HERE'S WHAT WE FOUND:

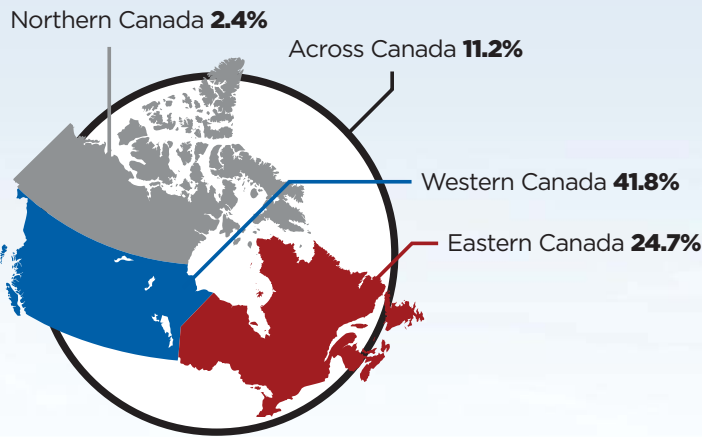
CDA DEMOGRAPHICS



BUYING POWER

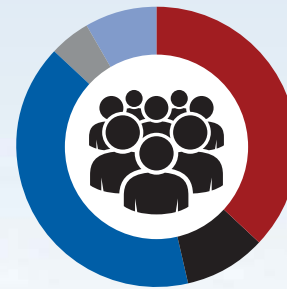
More than **50%** of CDA members and supporters have annual revenue of over **\$5 million**, with over **40%** of these members having revenues of over **\$15 million**.

Our members work primarily in the following regions:



Internationally **12.4%** Other **7.6%**

Our readership's company/ employer breakdown:



■ Dam owner **37.1%**
■ Regulator **9.4%**
■ Supplier of services **40.6%**
■ Supplier of products **4.7%**
■ Other **8.2%**



Over 90% of our members agree that the CDA's communications, including the *CDA Bulletin* quarterly magazine, *eBulletin eNewsletter* and CDA website are important to them and value them as part of their membership.



Over 70% of our members are reading every issue of *CDA Bulletin* quarterly magazine for **15 minutes or more** and **over 94%** say the content is relevant to their job.

For more information on advertising with the CDA communications contact:

Trevor Perrault / Project Leader
(800) 665-2456 ext. 4472
tperrault@naylor.com

NAYLOR 
ASSOCIATION SOLUTIONS

CDA  **ACB**

What our members are saying:

"[CDA communications] always cover interesting news, articles and technical papers. It reaches professionals and academicians all around the world and I read it with great pleasure."

Melih Calamak, Assistant Professor, TED University

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	\$ 4,599.50	\$ 4,369.50	\$ 4,139.50	\$ 3,909.50
Outside Back Cover	\$ 4,019.50	\$ 3,869.50	\$ 3,709.50	\$ 3,559.50
Inside Front or Inside Back Cover	\$ 3,779.50	\$ 3,629.50	\$ 3,469.50	\$ 3,319.50
Full Page	\$ 3,089.50	\$ 2,939.50	\$ 2,779.50	\$ 2,629.50
1/2 Page Island	\$ 2,159.50	\$ 2,049.50	\$ 1,939.50	\$ 1,839.50
1/2 Page	\$ 1,889.50	\$ 1,799.50	\$ 1,699.50	\$ 1,609.50
1/3 Page	\$ 1,569.50	\$ 1,489.50	\$ 1,409.50	\$ 1,329.50
1/4 Page	\$ 1,119.50	\$ 1,059.50	\$ 1,009.50	\$ 949.50
1/6 Page	\$ 839.50	\$ 799.50	\$ 759.50	\$ 709.50
1/8 Page	\$ 699.50	\$ 659.50	\$ 629.50	\$ 589.50

Black-and-White Rates	1x	2x	3x	4x
Full Page	\$ 2,159.50	\$ 2,049.50	\$ 1,939.50	\$ 1,839.50
1/2 Page	\$ 1,399.50	\$ 1,329.50	\$ 1,259.50	\$ 1,189.50
1/3 Page	\$ 1,109.50	\$ 1,049.50	\$ 999.50	\$ 939.50
1/4 Page	\$ 819.50	\$ 779.50	\$ 739.50	\$ 699.50
1/6 Page	\$ 639.50	\$ 609.50	\$ 579.50	\$ 539.50
1/8 Page	\$ 519.50	\$ 489.50	\$ 469.50	\$ 439.50

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 | \$525.00 per issue

Sponsorship | \$425.00 per issue

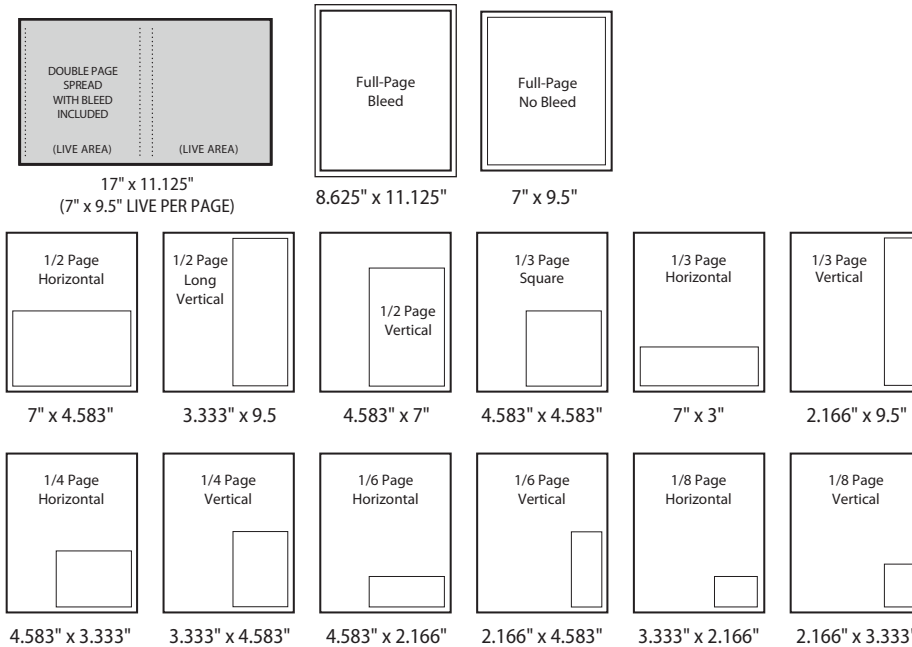
Skyscraper | \$525.00 per issue

Belly Band with Toolbar | \$525.00 per issue

Online Specifications - For more information, visit: www.naylor.com/onlinespecs

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

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

Postcards 6" x 4.25"
1 Pg / 2 Surface 8.375" x 10.875"
2 Pg / 4 Surface 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"

Online Specifications - For more information, visit: 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

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.*

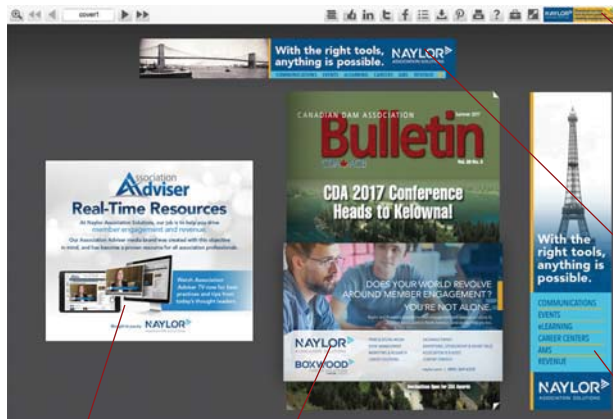
Readers can:

- 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 | \$425.00

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

Digital Belly Band with Toolbar | \$525.00

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 | Free with purchase of the Belly Band

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 | \$525.00

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 | \$525.00

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

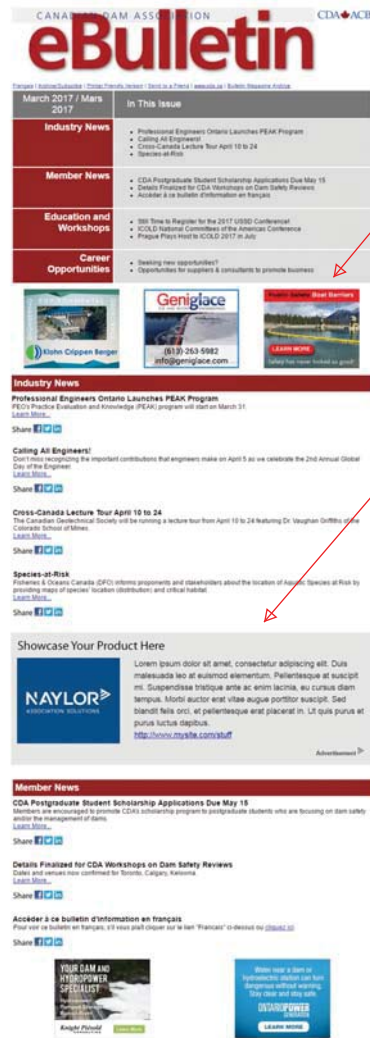
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

About the eNewsletter - 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



Rectangle Banner (180 x 150 pixels)

12 Months | \$2,835

- Only nine spots available – NO ROTATION
- Located between popular sections of the eBulletin
- JPG only (no animation)
- Max file size 100 KB

Sponsored Content (180 x 150 pixels)

12 Months | \$3,150

- EXCLUSIVE POSITION - Only one spot available.
- Naylor will create the ad.
- Client supplies 3-5 words for the header and 30-50 words for the summary text.
- Client supplies thumbnail image at 180 x 150 pixels in JPEG only.

Distributed every month to nearly 1,700 inboxes!

Sections include:

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

Online Specifications - For more information, visit: www.naylor.com/onlinepecs



An average of
1,650 total opens
per issue

(Traffic numbers from 02/2017 - 07/2017)

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.

Amec Foster Wheeler Environment & Infrastructure	Durham Geo Slope Indicator EBC, Inc.	Mud Bay Drilling Company Ltd.
American Governor Company	Emagineered Solutions, Inc.	Multiurethanes Ltd.
Ames Construction Canada ULC	Gemtec Ltd.	North American PTFE Bearing
Ametek Process Instruments	Geniglance, Inc.	Northwest Hydraulic Consultants
Andritz Hydro AFI, Inc.	Geokon, Inc.	O.D.S. Marine
Anthony Hardwood Composites, EMTEK	Geopac	Oiles America Corporation
ASI Group Ltd.	Goodfellow, Inc.	Ontario Power Generation
Atlas Polar Company Ltd.	Gygax Engineering Associates Ltd.	Philtek Electronics Ltd.
Austin Engineering Ltd.	Hans Kuenz GmbH	RD Ingenierie
Barnard Construction Company, Inc.	Hatch Ltd.	Reel COH, Inc.
Bauer Foundations Canada, Inc.	Hayward Baker Corporate Office	Roctest Ltd. - Canada
BBA, Inc.	Hellan Strainer Company	Rotoplast
Birmingham Foundation Solutions	Hexeco, Inc.	RST Instruments Ltd.
BGC Engineering, Inc.	Hibbard Inshore	Seals Unlimited, Inc.
BRAUN Maschinenfabrik GmbH	Hydro Tech	Sivertson & Associates Consulting Ltd.
Brookfield Renewable (BPAM US)	Hydroscreen Co., LLC.	Smith-Root, Inc.
Burke Electric, LLC.	Hydrothane Systems, Inc.	SNC-Lavalin Inc. - Hydro Division
C. H. Fenstermaker & Associates, LLC.	IKM Testing Canada Ltd.	Soderholm Maritime Services, Inc.
Campbell Scientific (Canada) Corp.	Insitu Contractors, Inc.	Sorensen Systems
Canada Geo-Solutions	J.D. Mollard and Associates Ltd.	SRK Consulting
Canadian Babbitt Bearings Ltd.	K & C Powerhouse Repair	Stantec Consulting, Inc.
Canadian Power Plus Corporation	KGS Group	SWS Canada consultants Ltd.
Canary Systems, Inc.	Klohn Crippen Berger	Teledyne BlueView
Carpi Tech Canada, Inc.	Knight Piesold Ltd.	Teledyne Reson
ChemGrout, Inc.	Lakeside Equipment	Tetra Tech EBA, Inc.
Columbia Power	Lotek Wireless, Inc.	Thurber Engineering
Concool	Manitoba Hydro	Valard
ConeTec	Mavel Americas, Inc.	Valard Construction Ltd.
Construction Drilling, Inc.	Measurand, Inc.	Vogel Equipment
Determination Drilling	Mecan-Hydro	Worthington Products, Inc.
Dewind One-Pass Trenching	MECo	
Digital Precision Metrology	Mitre Software Corporation	
Diving Services	Mohawk Valve & Fitting Company	
Dominion Divers	MPE Engineering Ltd.	
Douce Hydro, Inc.		

We appreciate your support!