

# Canadian Association of Petroleum Land Administration

We are the industry.



## Reach members of a multi-billion dollar industry

The Canadian Association of Petroleum Land Administration (CAPLA) is **the** professional association representing petroleum land administration throughout Canada. CAPLA's 2,500+ members are **key decision-makers** in the oil & gas industry and include:

- Land managers
- Landmen and land negotiators
- Land supervisors
- Mineral and surface administrators
- Contract and agreement analysts
- Land assistants

CAPLA members are at the core of the oil & gas industry and have a direct financial impact on the companies they work with.

**Highlight the solutions your company offers to CAPLA members who are in the market for your products & services.**

### About the publication

*NEXUS* quarterly magazine is a trusted source of information for CAPLA members, featuring industry information and association news.

In addition to the print version, *NEXUS* is e-mailed to members as an interactive eMagazine. The **digital edition** will also be archived on CAPLA's Web site, allowing for unlimited online exposure, directly linking your ad to your company's Web site. Receive a **free** ad in the digital edition when you advertise in print.



### In Print and Online

Send your message to key players in the land administration industry. Naylor can tailor an advertising program to match your company's needs and budget.

For more information, visit:  
[www.caplacanada.org](http://www.caplacanada.org)



### Advertising in *NEXUS*...

#### MAXIMIZES EXPOSURE:

Special placement within *NEXUS* ensures high visibility and relevancy for your ad.

#### ENHANCES VISIBILITY:

All advertisers receive a free custom listing in our Index to Advertisers. Your company will be listed under the category of your choice along with the page number of your ad.

#### STRENGTHENS YOUR RELATIONSHIP:

Show support for the premier association representing petroleum land administration in Canada.

CONTACT:

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[jfrank@naylor.com](mailto:jfrank@naylor.com)



[www.naylor.com](http://www.naylor.com)

Dear Potential Advertiser,

The Canadian Association of Petroleum Land Administration is pleased to announce that we have chosen to work with Naylor (Canada), Inc. to produce *Nexus*, our quarterly magazine, in 2009. We are confident that working with Naylor will enable us to produce a higher quality magazine at a lower cost and therefore deliver greater benefits to our membership.

In the coming year, *Nexus* will be a highly visible resource tool, effectively positioned to reach the key decision-makers in our industry. The magazine will be distributed both in traditional print format as well as an interactive digital edition. We encourage you to take advantage of this excellent advertising medium.

The Canadian Association of Petroleum Land Administrators is proud to serve as the voice of the industry, and this media opportunity will be a valuable outlet for the organization to provide detailed information on the vast array of important issues to our readers.

For 40 years, Naylor has been North America's leading media and events partner for associations. We are confident that Naylor will provide us with integrated media solutions of the highest quality for our members and the industry. When an account executive from Naylor contacts you, please consider allocating part of your advertising budget to promote your products and services to the decision-makers in our industry.

On behalf of CAPLA, I would like to thank you in advance for your advertising support.

Yours sincerely,



Cathy Miller  
CEO



**DIRECT MAIL OPPORTUNITIES AVAILABLE:**

Please ask your representative for details

**Revisions and Proofs:** \$50.00

**Position Guarantee:** 15% Premium

# Net Advertising Rates

## Full Colour Rates

Size	1x	2x-3x	4x
Double Page Spread	\$3,089.50	\$2,779.50	\$2,469.50
Outside Back Cover	\$2,619.50	\$2,359.50	\$2,099.50
Inside Front or Inside Back Cover	\$2,489.50	\$2,239.50	\$1,989.50
Full Page	\$2,119.50	\$1,909.50	\$1,699.50
2/3 Page	\$1,829.50	\$1,649.50	\$1,459.50
1/2 Page Island	\$1,569.50	\$1,409.50	\$1,259.50
1/2 Page	\$1,349.50	\$1,209.50	\$1,079.50
1/3 Page	\$1,009.50	\$909.50	\$809.50
1/4 Page	\$779.50	\$699.50	\$619.50
1/6 Page	\$609.50	\$549.50	\$489.50
1/8 Page	\$479.50	\$429.50	\$379.50

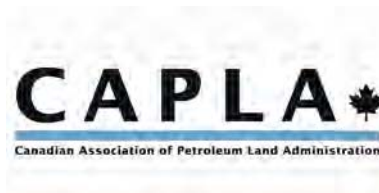
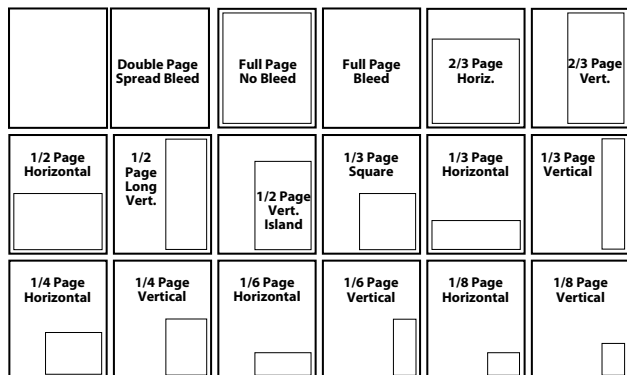
## Premium Advertising Options – Ask your representative for specifications

**Belly Band:** \$3,399.50

## Black and White Rates

Size	1x	2x-3x	4x
Full Page	\$1,299.50	\$1,169.50	\$1,039.50
2/3 Page	\$1,119.50	\$1,009.50	\$899.50
1/2 Page	\$829.50	\$749.50	\$659.50
1/3 Page	\$619.50	\$559.50	\$499.50
1/4 Page	\$479.50	\$429.50	\$379.50
1/6 Page	\$369.50	\$329.50	\$299.50
1/8 Page	\$289.50	\$259.50	\$229.50

## 8.375" x 10.875" Depictions (Magazine/Directory)



Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor 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 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). CPL-Q0309 (LR CPL-Q0309)





## Print Advertising Specs (Magazine – 8.375" x 10.875")

### The Publication

NEXUS quarterly magazine is an 8.375 x 10.875", saddle-stitched, full-colour publication.

Premium advertising positions and editorial adjacencies are awarded on a first-come, first-served basis. All space reservations require a completed insertion order received on or before the sales close date. Invoices are issued upon publication.

### The Publisher

Naylor (Canada), Inc, the national leader in professional communications services for associations, serving nearly 500 leading organizations from 85 industries across North America, is the official publisher of NEXUS.

### Magazine Ad Sizes

Size	Width	Height
DPS Bleed	17"	11.125"
DPS Trim	16.5"	10.875"
DPS Live Area	15.417"	9.5"
Full Page Bleed	8.625"	11.125"
Full Page Trim	8.375"	10.875"
Full Page Live Area	7"	9.5"
2/3 Hz.	7"	6.333"
2/3 Vt.	4.583"	9.5"
1/2 Hz.	7"	4.583"
1/2 Vt.	4.583"	7"
1/2 Long Vt.	3.333"	9.5"
1/3 Hz.	7"	3"
1/3 Vt.	2.166"	9.5"
1/3 Sq.	4.583"	4.583"
1/4 Hz.	4.583"	3.333"
1/4 Vt.	3.333"	4.583"
1/6 Hz.	4.583"	2.166"
1/6 Vt.	2.166"	4.583"
1/8 Hz.	3.333"	2.166"
1/8 Vt.	2.166"	3.333"

**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.

### 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 High-res 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.

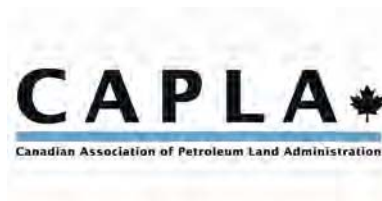
All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

### Ad Material Upload

Go to the Naylor web site at [www.naylor.com](http://www.naylor.com) and click on 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, attach your files and click Submit.

### Production Services

Naylor provides professional ad assembly and layout to non-agency clients at no charge to the client.





## Categories

Our publication features a handy Index of Advertisers section. Your company will be listed under the category of your choice along 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.*

- Appraisers
- Geomatics
- Land Consulting Companies
- Land Evaluation Companies
- Land Leasing Companies
- Land Sale Software
- Law Firms
- Oil and Gas Mapping Companies
- Safety Services
- Surface & Mineral Land Aquisition Services
- Surveying Companies
- Create your own custom category:

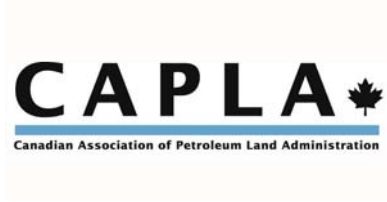
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*One free listing with any size ad. Additional listings at \$20.00 each. No limit. Please list new categories on this sheet.*

**Additional Index Categories X \$20.00 = \$** \_\_\_\_\_

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

