



# Canadian Welding Association

**Connect with Canada's billion dollar welding industry**

## The Association Advantage

- Our members represent **90%** of the welding industry, spending an estimated **\$2 billion annually**.
- CWA **leads the welding industry** in delivering to its members the latest information on welding practices, technology, education and research.
- Target **key decision makers** including: owners, managers and CEOs, engineers, supervisors, supplier companies and buyers in plants and field sites.

## Who We Are

The Canadian Welding Association (CWA) provides members with opportunities to advance in the welding industry and influences industry legislation and regulation. **Making up 90% of the industry, our members spend an estimated \$2 billion annually.**

The Canadian Welding Association provides a forum where welding professionals, employers, fabricators and welding products suppliers are all able to exchange information, share knowledge resources, and work with government, regulatory agencies and each other, to advance the welding profession, its products and practices. In 2008, we merged with the Canadian Welding Bureau (CWB), giving the association an **even stronger impact on the industry.**

## Member Profile

Our members are the leaders in Canada's welding industry and include plant owners, managers and CEOs, engineers, supervisors, supplier companies and buyers in plants and field sites.

**For more information, please contact:**

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**Canadian Welding Association Journal**  
Connecting you with CWA members throughout the year



## TARGETED EXPOSURE:

The *Canadian Welding Association Journal* is **sent to 100 per cent of our membership**, so you can be sure that you are targeting the people who want and need your products and services. Your advertisement will reach a great number of welding industry professionals as well as certified welding shops from the CWB Group.





# Canadian Welding Association Journal

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## 2011 Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with Canadian Welding 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 CWA.

3M Canada, Inc.	Holland College
Abicor Binzel	Hougen Canada
Abmast, Inc.	Hougen Mfg., Inc.
Advanced Welding Techniques	HUB International Ontario Limited
Air Liquide, Inc.	Institute of Technical Trades
Americ Corp	Irco Automation, Inc.
Arc Innovations, Inc.	ITW Welding North America
Arcos Industries, LLC	Joe Fuller LLC
ATI Industrial Automation	Kent Welding Gun
Bohler Welding Group Canada, Ltd.	Kristian Electric Ltd.
Bradford Derustit Corp.	KUKA Robotics Canada Ltd.
Cambridge Materials Testing Ltd.	Labcan
Canadian Welder, Video Training and Test Centre	Liburdi Engineering Limited
Candet (Canadian NDE Technology Ltd.)	Lincoln Electric Company
Cantech Inspections Ltd.	Linde Group, The
Christian Labourers Association of Canada (CLAC)	Lynnes Welding Training
Cor-Met, Inc.	Metabo Canada, Inc.
D/F Machine Specialties, Inc.	Miller Electric
Dengensha America Corp.	MK Products, Inc.
Diamond Ground Products	MultiCam
Donaldson Company, Inc.	Nederman Canada
DSL Engineering, Inc.	North by Honeywell
E. H. Wachs Canada Ltd.	Northern College of Applied Arts & Technology
Eclipse Scientific Products	Oxylance, Inc.
Editorial Advertisement	Pearl Abrasive Company
Elemental Controls	Pferd Canada
Entron Controls, LLC	Phoenix International
ESAB Welding & Cutting	Red-D-Arc Welderentals
Eutectic Canada, Inc.	Sector Technology, Inc.
Exocor	Select-Arc, Inc.
Filotech Electrodes, Inc.	Seneca College of Applied Arts & Technology
Fronius Canada	Slim Line-Up Clamps, Inc.
G.A.L. Gage Company	SME Canada
Gedik Welding	Stanford International College of Business and Technology
Global Shop Solutions, Inc.	Stanley Black & Decker Canada
Graebener Group Technologies	Techalloy Welding Products
GRB College of Welding	Thermadyne Industries
Gullco International Limited	Tru-Remote Industrial Welding Equipment Ltd.
HAI Precision Waterjets, Inc.	United Abrasives Canada
HKMB Hub International	Walhonde Tools, Inc.
Hodgson Custom Rolling, Inc.	



# Canadian Welding Association Journal

## 2012 Net Advertising Rates

### DIRECT MAIL OPPORTUNITIES AVAILABLE:

Please ask your representative for details

**Revisions and Proofs:** \$50.00

**Position Guarantee:** 15% Premium

Full Colour Rates	1x	2x	3x	4x
Double Page Spread	\$3,839.50	\$3,649.50	\$3,459.50	\$3,259.50
Outside Back Cover	\$3,489.50	\$3,349.50	\$3,219.50	\$3,079.50
Inside Front or Inside Back Cover	\$3,249.50	\$3,109.50	\$2,979.50	\$2,839.50
Full Page	\$2,699.50	\$2,559.50	\$2,429.50	\$2,289.50
2/3 Page	\$2,449.50	\$2,329.50	\$2,199.50	\$2,079.50
1/2-Page Island	\$2,269.50	\$2,159.50	\$2,039.50	\$1,929.50
1/2 Page	\$1,459.50	\$1,389.50	\$1,309.50	\$1,239.50
1/3 Page	\$1,199.50	\$1,139.50	\$1,079.50	\$1,019.50
1/4 Page	\$899.50	\$849.50	\$799.50	\$759.50
1/6 Page	\$679.50	\$649.50	\$609.50	\$579.50
1/8 Page	\$589.50	\$589.50	\$559.50	\$529.50

Black-and-White Rates	1x	2x	3x	4x
Full Page	\$1,649.50	\$1,569.50	\$1,479.50	\$1,399.50
2/3 Page	\$1,399.50	\$1,329.50	\$1,259.50	\$1,189.50
1/2-Page Island	\$1,219.50	\$1,159.50	\$1,099.50	\$1,099.50
1/2 Page	\$1,039.50	\$989.50	\$939.50	\$879.50
1/3 Page	\$779.50	\$739.50	\$699.50	\$659.50
1/4 Page	\$589.50	\$559.50	\$529.50	\$499.50
1/6 Page	\$469.50	\$449.50	\$419.50	\$399.50
1/8 Page	\$379.50	\$359.50	\$339.50	\$319.50

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). CWA-Q0112 (LR 10/29/08 CWA-Q0109)

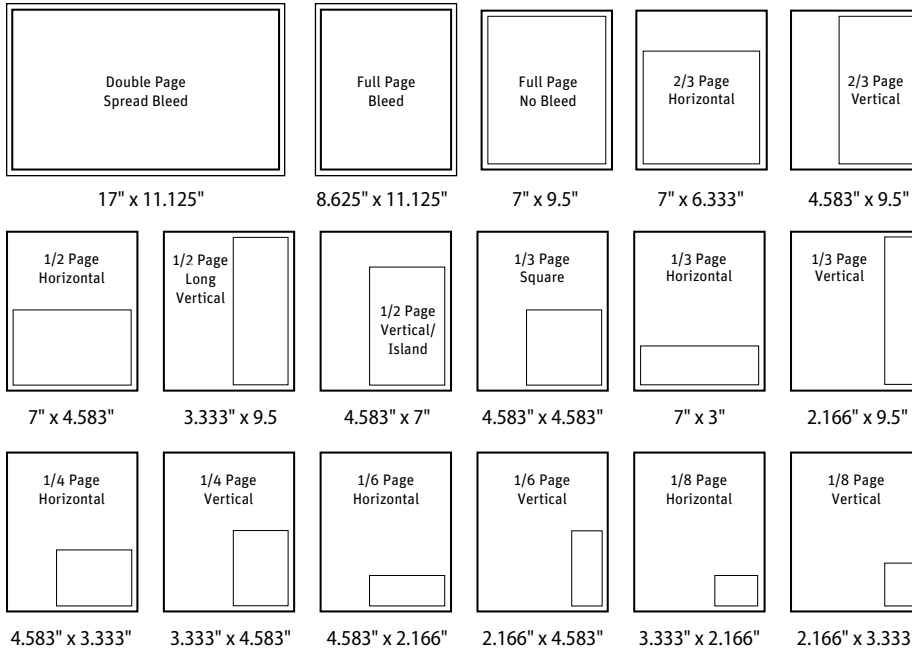




# Canadian Welding Association Journal

## 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 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 colour 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 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](http://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.



# Canadian Welding Association Journal

## Direct-Mail and Belly Band Opportunities

Advertise your products and services by including your flyer, brochure or postcard in the clear plastic bag in which the *Canadian Welding Association Journal* is mailed. Whether you are promoting an event, a new product or your entire product line, placing a direct-mail piece in the polybag with our publication will ensure tremendous exposure for your company.

You can also ensure your message is the first readers see by wrapping it around the *Canadian Welding Association Journal* with a belly band. Since readers must detach the belly band to access the rest of the publication, your full-colour ad is ideally placed to be noticed. This is an exclusive advertising opportunity, as only one belly band will be sold per issue.



Sample Belly Band

### Net Rates—Pieces Furnished by Advertiser\*

Surfaces	Rates
Belly Band	<input type="checkbox"/> \$4,769.50
1 page (2 surfaces)	<input type="checkbox"/> \$2,149.50
2 pages (4 surfaces)**	<input type="checkbox"/> \$2,679.50
Postcard	<input type="checkbox"/> \$2,149.50

\*3 pages (6 surfaces) or more available; quotes supplied upon request.

*All prices are per insertion.*

**Please sign and return to:**

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





# Canadian Welding Association Journal

## 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 each additional category is only \$20 each.** *If your product or service is not listed below, a new category can be created for you.*

- Abrasives
- Air Filtration
- Air Filtration/Downdraft Tables/Fume Extractors
- Air-Tool Accessories
- Aluminum Low-Temperature Repair
- Aluminum Welding
- Assembly Machines & Accessories
- Automated Weld Systems
- Automatic Feeders
- Automation - Welding
- Blasting & Painting
- Brazing Alloys
- Brushes
- Certanium Welding Alloys
- Clamps
- Commercial Diving
- Consulting
- Contract Work
- Cryogenic Gas
- Custom Rolling
- Cut-Off Saws/Abrasive Wheels
- Diamond Blades
- Downdraft Tables
- Education/Training Services & Institutions
- Electrodes & Brazing Alloys
- Electronic Controls
- Engineering Services
- Environmental Protection
- Equipment Rental & Sales
- Fabricating Equipment
- Fume Extractors
- Gantry Cutting Machines
- Gases & Consumables
- Gouging Equipment
- Grinders - Electric
- Grinding Wheels
- Hardfacing & Wearplate
- Health & Safety Products
- Heat Treating
- Heat Treating & Inspection
- Induction Welding Components
- Landscape Software
- Laser Cuttings
- Liftgates
- Lifting Magnets
- MIG & TIG Filler Metals
- Metal Finishing
- Metal Removal & Finishing
- Mist Collectors
- Non-Destructive Testing
- On-Site Machine Tools
- Orbital Welding Systems
- Oxy-Therm Portable Cutting System
- Pipe-Handling Equipment
- Plasma Metal Cutting
- Plate Rolling
- Polymers, Adhesives & Sealants
- Positioners
- Power Brushes
- Protective Clothing
- Purging Equipment
- Quality-Assurance Specialists
- Railcar Manufacturing
- Resistance Welding
- Resistance Welding Consumables
- Resistance Welding Equipment & Supplies
- Resistance Welding Machinery Manufacturing
- Robotics & Automation
- Robotics & Boom Covers
- Safety & Protection Equipment
- Safety Clothing
- Safety Consulting
- Safety Training
- Stacking Caps
- Stainless Welding Consumables
- Testing Laboratories
- Testing — Welder Performance & Qualifications
- Testing — Welder Procedure
- Thermal Spray Systems & Consumables
- Tooling — Spot Welding
- Training/Fabrication Layout
- Transformers — Welding
- Tungsten Drop Carbide Deposition
- Turntables
- Wear Plate
- Weld Backing
- Weld Cleaners
- Weld Fixtures
- Weld Positioners
- Welder Test Centres
- Welder Training Centres
- Welders — Arc
- Welders — Butt
- Welders — Engine-Driven
- Welders — Projection
- Welders — Rentals
- Welders — Seam
- Welders — Spot & Resistance
- Welders — TIG
- Welding
- Welding — Arc
- Welding—Laser
- Welding — Manual
- Welding — Mig
- Welding — Orbital
- Welding — Plasma
- Welding & Cutting — Chillers
- Welding & Cutting Technology
- Welding & Positioning Equipment Sales/Rentals
- Welding Alloys
- Welding Blankets
- Welding Controls — Spot & Resistance
- Welding Electrodes
- Welding Equipment & Supplies
- Welding Equipment Repair
- Welding Guns
- Welding Helmets
- Welding Inspection
- Welding Liners
- Welding Magnetism Control
- Welding Manipulators
- Welding Positioners
- Welding Procedures
- Welding Robotics
- Welding Safety Apparel
- Welding Seminars
- Welding Torches
- Welding Wires
- White — Metal Repair
- Wire Brushes
- Workholding Equipment
- Other: \_\_\_\_\_

*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:** \_\_\_\_\_