MEDIA GUIDE

CANADA'S VOICE FOR THE PROPANE INDUSTRY!

Energized tri-annual magazine / Propane.ca website sales
Public Affairs monthly eNewsletter / Regulatory Affairs weekly eNewsletter / Audience Retargeting

FOR MORE INFORMATION, PLEASE CONTACT:

Angela McDougall
Naylor Association Solutions
Project Manager
(204) 975-3625
amcdougall@naylor.com
With over 400 member companies, the Canadian Propane Association (CPA) is the national association for Canada’s propane industry, representing more than 90% of those working in the field.

• The Canadian propane industry provides nearly **21,000 jobs each year**, and an annual average of $4.4 billion worth of Canadian propane sales.
• Approximately **220,000 barrels** are produced annually in Canada and half of the supply is exported.
• Canadian production levels are expected to increase by over 20% between 2016 and 2025.

"The most reliable source of regulatory and general Propane knowledge and facts available to Canadians."
- Michel Gaulin, Maxquip Inc.

ABOVE US

Member companies of the Canadian Propane Association span an extensive supply chain from extraction to end use in every region across the country. Our members include:

- Producers
- Wholesalers
- Transporters
- Retailers
- Trainers
- Manufacturers of Appliances, Cylinders and Equipment (MACE/Service)
- Associate Industries

**THE INFLUENTIAL VOICE FOR THE PROPANE INDUSTRY IN CANADA**

**ENERGIZED**

Tri-annual magazine available in both print & digital formats!

**PUBLIC AFFAIRS**
MONTHLY AND **REGULATORY AFFAIRS** WEEKLY ENEWSLETTERS

**PROPANE.CA**
WEBSITE SALES

**CPA AUDIENCE RETARGETING**

CONNECT YOUR BUSINESS WITH CANADA’S EXPANDING PROPANE INDUSTRY! CONTACT YOUR NAYLOR ACCOUNT EXECUTIVE TODAY!
## Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
<th>2x</th>
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<tbody>
<tr>
<td><strong>Full-Color Rates</strong></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Outside Back Cover</td>
<td>$2,939.50</td>
<td>$2,819.50</td>
<td>$2,699.50</td>
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<tr>
<td>Inside Front or Inside Back Cover</td>
<td>$2,739.50</td>
<td>$2,619.50</td>
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<tr>
<td>Full Page</td>
<td>$2,439.50</td>
<td>$2,319.50</td>
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<td>1/2-Page Island</td>
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<td>$1,859.50</td>
<td>$1,759.50</td>
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<tr>
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<td>$1,059.50</td>
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<tr>
<td>1/8 Page</td>
<td>$789.50</td>
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<thead>
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<th><strong>Black-and-White Rates</strong></th>
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<tr>
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<td>$1,899.50</td>
<td>$1,799.50</td>
<td>$1,709.50</td>
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<tr>
<td>1/2 Page</td>
<td>$1,379.50</td>
<td>$1,309.50</td>
<td>$1,239.50</td>
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<tr>
<td>1/4 Page</td>
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<td>1/8 Page</td>
<td>$589.50</td>
<td>$559.50</td>
<td>$529.50</td>
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Revisions and Proofs: $50
Position Guarantee: 15% Premium

*Net Advertising Rates*

### Digital Edition Branding Opportunities

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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>HTML5 Ad</td>
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<tr>
<td>Leaderboard</td>
<td>$775</td>
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</tr>
<tr>
<td>Rectangle</td>
<td>$775</td>
<td></td>
</tr>
<tr>
<td>Digital Video Sponsorship</td>
<td>$750</td>
<td></td>
</tr>
<tr>
<td>Large Insert</td>
<td>$750</td>
<td></td>
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<tr>
<td>Medium Insert</td>
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<tr>
<td>First TOC Mobile Banners</td>
<td>$350</td>
<td></td>
</tr>
<tr>
<td>2nd TOC Mobile Banners</td>
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For the latest online specs, please 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 $10.00 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 November 2018.
Energized is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

Formats available to readers:

- Reading view (default): The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading.
- Page view: The digital replica of the print magazine. Flip through this digital book in either a 1- or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on “Page View” or “Reading View” in the toolbar!

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

**HTML5 Ad | $1,250**

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

**Digital Video Sponsorship | $750 (EXCLUSIVE)**

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

**Digital Insert**

Your message appears as an image-based insert in between key articles of the digital magazine.

- **Large Insert | $750**
- **Medium Insert | $500**

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.

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PRINT ADVERTISING SPECIFICATIONS

ENERGIZED MAGAZINE

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.

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

Production Services, 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

Energized
1 Page / 2 surface: 8.375" x 10.875"
2 Page / 4 surface: 8.375" x 10.875"
Postcards: 6" x 4.25"

Digital Edition
For more information, visit:
http://www.naylor.com/digitalmagspecs

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).
Advertising on the Canadian Propane Association Website – propane.ca

Advertising on the Canadian Propane Association website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to propane.ca to learn about upcoming association events, discover ways to maximize their CPA membership, view the latest issues of Energized digital edition, and more. Advertising on propane.ca offers several cost-effective opportunities to position your company as a leader in front of an influential group of propane industry professionals.

Features of CPA website advertising:
- Cross-promoted in other CPA publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

On average*, propane.ca receives:
- Average of 9,225 new visits per month
- 17,480 page views per month

*Traffic numbers from 05/2018 - 10/2018

1. Custom Leaderboard | $2,575 - 12 months
   Run of Site (3 rotations maximum)

2. Rectangle Ads | $1,985 - 12 months
   2 positions available. Run of Site (3 rotations each)

For the latest online specs, please 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.
Now more than ever, professionals consume information on the go. Our Public Affairs 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 1,000 decision-makers on a regular basis
- In addition to CPA 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 CPA 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

### Custom Rectangle

**12 Months | $2,260**

- 6 rectangle positions available.
- Located between popular sections of the eNewsletter
- 300 x 250 pixels

### Sponsored Content

**12 Months | $2,760**

- 180 x 150 thumbnail graphic. Can be logo or product image (.JPEG or .PNG file, @72 dpi, RGB), no more than a small tagline of text, no contact info included. Not to be treated as a regular banner ad.
- Headline: Advertiser supplies 3-6 words.
- Summary text: Advertiser supplies 30-50 words.
- Web Link: Advertiser supplies URL to link at bottom of text.

**Distributed monthly (12 issues per year)**

**Sections include:**

- Advocacy News
- CPA News
- Industry News
- Emergency Response Assistance Canada
- Propane Training Institute
- Affinity Partners

For the latest online specs, please 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.
Now more than ever, professionals consume information on the go. The Regulatory Affairs eNewsletter focuses on legislative issues and regulations that impact the propane industry.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of more than 1,000 decision-makers on a regular basis
- Frequently forwarded to others for additional exposure
- Cross-promoted in other CPA 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

1st Set of Rectangles
12 Months | $3,460
- 2 rectangle positions available.
- Located between popular sections of the eNewsletter
- 300 x 250 pixels

2nd Set of Rectangles
12 Months | $3,200
- 2 rectangle positions available.
- Located between popular sections of the eNewsletter
- 300 x 250 pixels

3rd Set of Rectangles
12 Months | $2,940
- 2 rectangle positions available.
- Located between popular sections of the eNewsletter
- 300 x 250 pixels

Distributed weekly (bilingual)

Sections include

- Alerts
- Published Regulatory Matters
- CPA Committee Updates
- Events
- Affinity Partners

For the latest online specs, please 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.
PAST ADVERTISERS

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

<table>
<thead>
<tr>
<th>AltEng Inc.</th>
<th>NB Transit Inc.</th>
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<tbody>
<tr>
<td>American Standard Manufacturing</td>
<td>Northridge Electric</td>
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<tr>
<td>BASE Engineering Inc.</td>
<td>OTODATA</td>
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<tr>
<td>Beatty Petroleum Consulting Inc.</td>
<td>Outfront Portable Solutions</td>
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<tr>
<td>Bergquist</td>
<td>Pacific Truck Tank Inc.</td>
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<tr>
<td>Bluewave Energy</td>
<td>Pembina Pipeline Corporation</td>
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<td>Bulk Truck and Transport</td>
<td>Petro-Viron</td>
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<tr>
<td>Carling Propane Inc.</td>
<td>Pilot Propane Inc.</td>
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<tr>
<td>Cdn. Safety Training</td>
<td>Primemax Energy Inc.</td>
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<td>Cowan Insurance Group</td>
<td>Procor Ltd.</td>
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<td>Datanova Software Inc.</td>
<td>Pro-Par Inc.</td>
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<tr>
<td>Davis Airtech Inc.</td>
<td>Quality Steel Corp.</td>
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<tr>
<td>Dependable Truck &amp; Tank Ltd.</td>
<td>Rego Company</td>
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<tr>
<td>Ditech Testing</td>
<td>Renaldo Sales and Service Center</td>
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<tr>
<td>Diversco</td>
<td>Rural Computer Consultants Inc.</td>
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<tr>
<td>Dominion Fittings Mfg. Ltd.</td>
<td>Safety First Training Ltd.</td>
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<tr>
<td>DyTerra Corporation</td>
<td>Superior Gas Liquids</td>
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<tr>
<td>Emergency Response Assistance Canada (ERAC)</td>
<td>Superior Propane</td>
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<tr>
<td>Energi of Canada Ltd.</td>
<td>Telular Corporation</td>
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<tr>
<td>Fischer Tanks</td>
<td>The Integratis Group</td>
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<tr>
<td>Hanbay</td>
<td>Total Control Systems</td>
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<tr>
<td>Highlands Propane Inc.</td>
<td>Transcourt Inc.</td>
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<tr>
<td>Laidlaw Carriers Tank LP</td>
<td>Transport Sylvain Lasalle Inc.</td>
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<tr>
<td>Lock America Inc.</td>
<td>TS Technical College</td>
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<tr>
<td>Mach Energy Services</td>
<td>Unique Gas Products Ltd.</td>
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<tr>
<td>MaXfield Inc.</td>
<td>WestMor Industries</td>
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<tr>
<td>MaxQuip</td>
<td>Westmor Industries, LLC.</td>
</tr>
<tr>
<td>National Energy Equipment Inc.</td>
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PAST ADVERTISERS
CONTINUE TO BUILD YOUR BRAND beyond CPA’s website through audience extension (also known as site retargeting). Studies show that brand awareness through repeat exposure drives purchasing relationships and now you can be omnipresent without having to do anything extreme or technical. With retargeting, your ad is served to https://propane.ca/ site visitors as they frequent other sites across the web. The Canadian Propane Association represents over 400 member companies and receives over 14,600 website visitors per month. Our qualified audience is your chance to re-engage them with a completely new level of customization and insight.

HOW RETARGETING WORKS

User visits our website → After leaving our site → Your ad displays to that user around the web → User clicks ad and takes action!

PROGRAMMATIC PACKAGES

<table>
<thead>
<tr>
<th>GO</th>
<th>PRO</th>
</tr>
</thead>
<tbody>
<tr>
<td>12-Month Contract - $1,875</td>
<td>12-Month Contract - $2,250</td>
</tr>
<tr>
<td>75,000 Approximate Impression Goal</td>
<td>100,000 Approximate Impression Goal</td>
</tr>
</tbody>
</table>

INCLUDES:
- Standard Month End Results
- End of Campaign Performance Metrics

INCLUDES:
- Standard Month End Results
- End of Campaign Performance Metrics
- Strategic Insights/Recommendations

Customized targeting solutions are available, please contact: