



Canadian
Propane
Association

Association
canadienne
du propane

MEDIA KIT



CANADIAN PROPANE ASSOCIATION

Energized tri-annual magazine
CPA website
CPA *Insider* monthly eNewsletter

FOR MORE INFORMATION, PLEASE CONTACT:

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www.propane.ca

NAYLOR 
ASSOCIATION SOLUTIONS

Connect with Canada's growing propane industry!



Canadian Propane Association | Association canadienne du propane

The National Voice of Canada's Propane industry

- Our members represent more than **90%** of the propane industry in Canada.
- The Canadian propane industry provides **20,000** jobs each year, and contributes over **\$16 billion** to the Canadian economy.*
- Approximately **11 billion litres** of propane is produced annually in Canada, and half of the supply is exported.*

About Us

With over **400 members**, the **Canadian Propane Association (CPA)** is the national voice of the Canadian propane industry, a multi-billion dollar industry that impacts the livelihood of tens of thousands of Canadians.

Our members include:

- Producers
- Wholesalers
- Retailers
- Service Providers
- Industry Associates
- Manufacturers of Appliances, Cylinders and Equipment (MACE/Service)



Insider

Monthly eNewsletter
in print & online!



Energized

Tri-annual magazine
in print & online!



Website Sales
www.propane.ca

Contact your Naylor account executive today!



Net Advertising Rates

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

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

Full-Color Rates	1x	2x	3x
Outside Back Cover	\$2,869.50	\$ 2,749.50	\$ 2,629.50
Inside Front or Inside Back Cover	\$2,669.50	\$ 2,549.50	\$ 2,429.50
Full Page	\$2,369.50	\$2,249.50	\$2,129.50
1/2-Page Island	\$ 1,899.50	\$1,799.50	\$1,709.50
1/2 Page	\$ 1,749.50	\$ 1,659.50	\$1,569.50
1/4 Page	\$ 1,089.50	\$1,039.50	\$ 979.50
1/8 Page	\$ 769.50	\$ 729.50	\$ 689.50

Black-and-White Rates	1x	2x	3x
Full Page	\$ 1,849.50	\$ 1,759.50	\$ 1,659.50
1/2 Page	\$ 1,339.50	\$ 1,269.50	\$ 1,209.50
1/4 Page	\$ 779.50	\$ 739.50	\$ 699.50
1/8 Page	\$ 569.50	\$ 539.50	\$ 509.50

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

Sponsorship | \$525.00

Skyscraper | \$775.00

Toolbar | \$275.00

Digital Belly Band | \$525.00

Digital Leaderboard | \$750.00

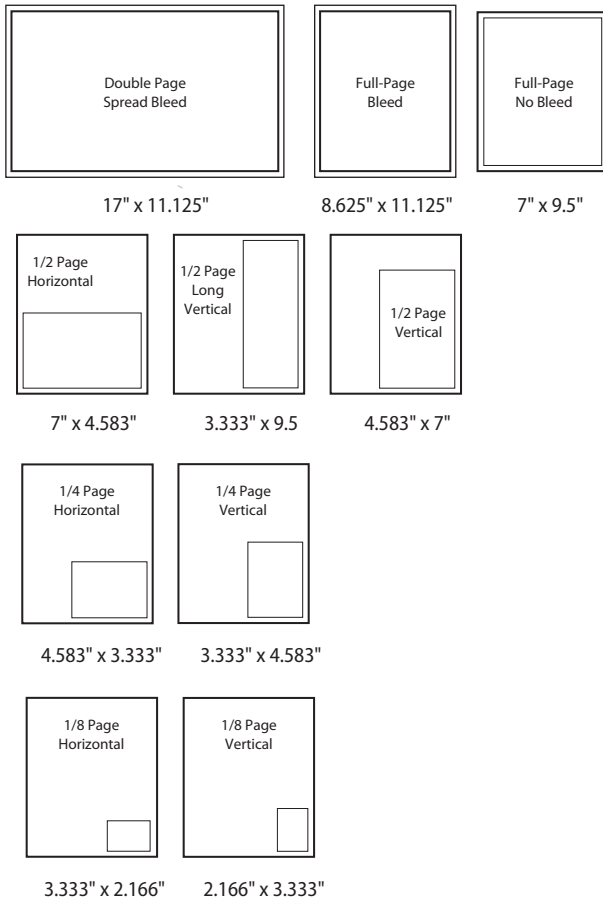
Online Specifications - For more information, visit: www.naylor.com/onlinespecs



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).

Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"



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"

Digital Edition - For more information, visit: www.naylor.com/onlinepecs

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.

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"



Digital Edition

In addition to print, *Energized* 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 CPA's website. An archive of issues is available, securing your ad a lasting online presence.**

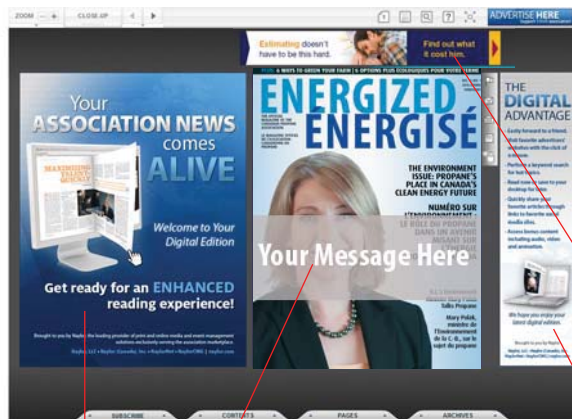
Readers can:

- 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
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access
- Read the issue online or download and print for later

On average, the digital edition of *Energized* receives:

- Over 300 unique opens/issue
- Over 8,660 pages views/issue

Ad Positions



Digital Edition Sponsor Max (543 x 705 pixels) | \$525

Your message will be prominently displayed directly across from the cover of the magazine. Animation capabilities are available. Video capabilities not available for Sponsorship Max.

Digital Belly Band (603 x 783 pixels) | \$525.00

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

Digital Toolbar (250 x 50 pixels) | \$275.00

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) | \$750.00

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) | \$775.00

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

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. Additional fees apply where noted

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

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Advertising on the CPA Website – www.propane.ca

Advertising on the CPA website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to www.propane.ca to learn about upcoming association events, discover ways to maximize their CPA membership and view the latest issues of *Energized* digital edition. Advertising on www.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:

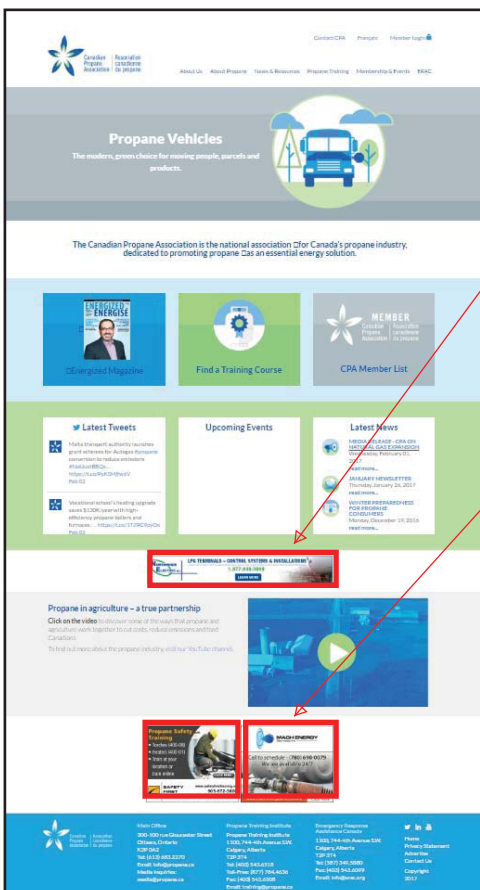
- Cross-promoted in other CPA publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion

On average, www.propane.ca receives:

- Average sessions per month: 10,375
- Average of 17,052 page views per month
- Session durations averaging nearly 1:25 minutes



*Traffic numbers from August 2016 - February 2017



Custom Leaderboard (600 x 90 pixels)

Run of Site (3 rotations)

12 Months | \$2,325

Rectangle Ads (300 x 250 pixels)

2 positions. Run of Site (3 rotations each)

12 Months | \$1,800

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

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About the eNewsletter

Now more than ever, professionals consume information on the go. Our *Insider* monthly 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 over 915 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
- Limited available ad space makes each position exclusive
- Change artwork monthly at no additional cost to promote time-sensitive offers and events



INSIDER

THE OFFICIAL NEWSLETTER OF THE CPA

LAST ISSUES | PROVIDER FRIENDLY VERSION | SEND TO A FRIEND

January 2017

News & Updates

CPA Recommends Incentives, Tax Credits and Rebates
In its pre-budget brief for Federal Minister of Finance Bill Morneau, the Canadian Propane Association made a number of recommendations to create equal opportunity for propane, harness government grants for converting appliances to propane, and provide financial incentives for driving autogas vehicles.

"The propane industry has an important contribution to make in the fight against climate change, while at the same time creating jobs," noted CPA Executive Director Andrea Labelle in the brief. "Clean-burning propane has an important role to play in reducing greenhouse gases (GHG). And it can do so without the huge capital investments required for other alternative fuels such as natural gas."

The CPA recommended the Federal Government:

Learn More...

Canada to Develop New Clean Fuel Standard
The Federal Government is planning to consult with provinces, territories, indigenous peoples, industries, and non-governmental organizations to develop a clean fuel standard as part of its pan-Canadian climate plan.

"The standard would require reductions in the carbon footprint of the fuels supplied in Canada, based on lifecycle analysis. The approach would not differentiate between crude-oil types produced in or imported into Canada. These consultations would inform the development of a regulatory approach under the Canadian Environmental Protection Act (CEPA)," announced the government in a press release last week.

Learn More...

CPA Submits Recommendations for Ontario's Long-Term Energy Plan
In December, the CPA submitted several recommendations to the Ontario Ministry of Energy for its 2017 Long-Term Energy Plan (LTEP).

In its submission, the CPA requested the Ontario government:

- Create an ongoing forum for the fuels sector to provide input on energy policy.
- Establish "energy agnostic" policy goals, which, rather than being energy or technology specific, reward fuel sources that create desired outcomes.
- Create pathways for the propane industry to partner with government, ensuring that all Ontario consumers, regardless of location, have access to cost-effective, energy-efficient, low-emission energy options.
- Acknowledge the impact of switching to propane for home-heating to provide affordable and sustainable energy alternatives for Ontario residents.
- Recognize the immediate and substantial role that auto propane can play in low-emission transportation, both in public and private fleets.

The CPA continues to work with the government on energy policy opportunities for propane and Ontario. CPA members can view the submission on the link.

Fuel Switching Included in Ontario Home Energy Conservation Program
Due to consumer demand, the Ontario Ministry of Energy has made changes to the Ontario Home Energy Conservation Incentive Program (CHECIP). Homeowners who carry out home energy retrofit measures that involve fuel switching and meet the energy savings and greenhouse gas reductions requirements can now participate. Launched by the Ontario government in late 2016, the plan originally did not include appliance upgrades that involved fuel-switching, such as oil to propane. Now fuel switching is accepted where a consumer meets the energy efficiency requirements of the program. Background information about the CHECIP can be viewed in CPA Bulletin 06-2016.

New Amendments to BC Renewable and Low Carbon Fuel Requirements Regulation
The British Columbia government has amended the Renewable and Low Carbon Fuel Requirements Regulation (B.C. Reg. 287/2016). The amendments include changes to reporting requirements and exemption claims, as well as parameter updates. More information can be viewed in CPA Bulletin 71-2016.

Marine Liability and Information Regulations Finalized
Marine Liability and Information Regulations were finalized and published in the Canada Gazette, Part II on December 14, 2016. Effective January 1, 2017, recipients of Bulk Hazardous and Noxious Substances (HNES) in Canada are now required to report those receipts above regulation thresholds. The requirement is for a single report to be made prior to February 28, 2018.

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Custom Rectangles (300 x 250 pixels)

12 Months | \$2,050

- 6 rectangle positions available.
- Located between popular sections of the eNewsletter

Distributed monthly (12 issues a year)

Sections include

- Industry News
- Education and Events
- Safety
- Technology/R&D

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

On average, Insider monthly newsletter receives:

- Over 281 unique opens per issue
- Nearly 850 total opens per issue

(Traffic numbers from Aug. 2016 - Feb. 2017)

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