

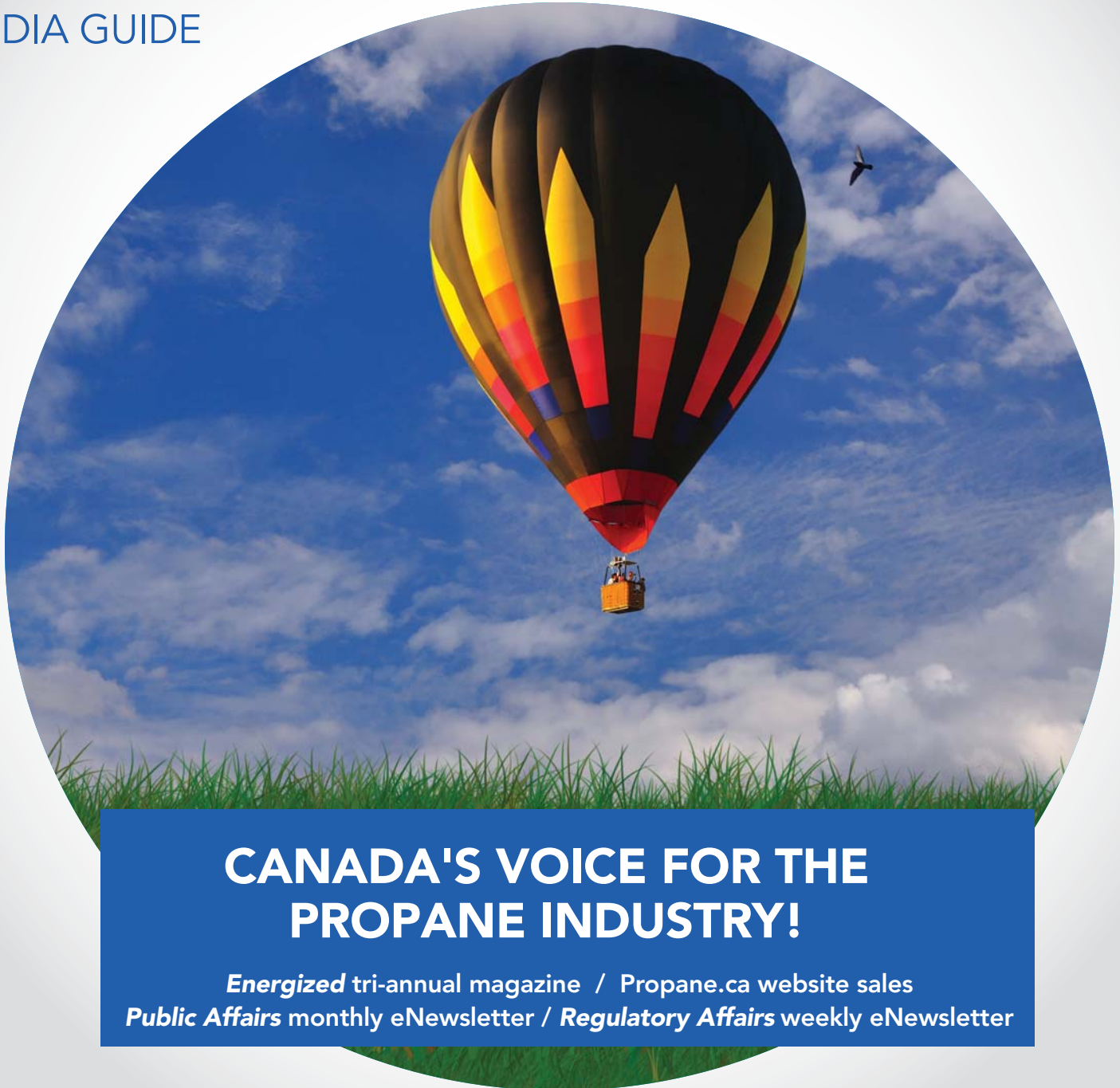


Canadian
Propane
Association

Association
canadienne
du propane

PROPANE.CA

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

FOR MORE INFORMATION, PLEASE CONTACT:

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NAYLOR 
ASSOCIATION SOLUTIONS



Canadian
Propane
Association | Association
canadienne
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THE NATIONAL VOICE OF CANADA'S PROPANE INDUSTRY

With over 440 member companies, the Canadian Propane Association (CPA) is the national association for Canada's propane industry, representing over 90% of those working in the field.

- The Canadian propane industry provides **23,000 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

Members companies of the Canadian Propane Association work in every region across the country. Our members include:

- Producers
- Wholesalers
- Transporters
- Retailers
- Manufacturers, Distributors and Service Providers of Equipment and Appliances
- Associate Industries

**CONNECT YOUR BUSINESS
WITH CANADA'S
EXPANDING PROPANE
INDUSTRY!**



ENERGIZED

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



PUBLIC AFFAIRS
MONTHLY AND THE
REGULATORY
AFFAIRS WEEKLY
ENEWSLETTERS
& **PROPANE.CA**
WEBSITE SALES

Advertising in our online communications is a great way to get our message out to CPA members on a regular basis.

2018 EDITORIAL CALENDAR

ISSUE	SPACE RESERVATION	SHIPPING DATE
Spring	1/16/2018	3/2018
Summer	5/15/2018	8/2018
Fall	9/18/2018	11/2018

**Editorial Calendar is tentative and subject to change.*

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.

AltEng Inc.	Canada (ERAC)	Primemax Energy Inc.
American Standard Manufacturing	Energi of Canada Ltd.	Procor Ltd.
BASE Engineering Inc.	Fischer Tanks	Pro-Par Inc.
Beatty Petroleum Consulting Inc.	Hanbay	Quality Steel Corp.
Bergquist	Highlands Propane Inc.	Rego Company
Bluewave Energy	Laidlaw Carriers Tank LP	Renaldo Sales and Service Center
Bulk Truck and Transport	Lock America Inc.	Rural Computer Consultants, Inc.
Carling Propane Inc.	Mach Energy Services	Safety First Training Ltd.
Cdn. Safety Training	MaXfield Inc.	Superior Gas Liquids
Cowan Insurance Group	MaxQuip	Superior Propane
Datanova Software Inc.	National Energy Equipment Inc.	Telular Corporation
Davis Airtech Inc.	NB Transit Inc.	The Integratis Group
Dependable Truck & Tank Ltd.	Northridge Electric	Total Control Systems
Ditech Testing	OTODATA	Transcourt Inc.
Diversco	Outfront Portable Solutions	Transport Sylvain Lasalle Inc.
Dominion Fittings Mfg. Ltd.	Pacific Truck Tank, Inc.	TS Technical College
DyTerra Corporation	Pembina Pipeline Corporation	Unique Gas Products Ltd.
Emergency Response Assistance	Petro-Viron	WestMor Industries
	Pilot Propane Inc.	Westmor Industries, LLC.

ENERGIZED MAGAZINE



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	\$2,939.50	\$2,819.50	\$2,699.50
Inside Front or Inside Back Cover	\$2,739.50	\$2,619.50	\$2,499.50
Full Page	\$2,439.50	\$2,319.50	\$2,199.50
1/2-Page Island	\$1,959.50	\$1,859.50	\$1,759.50
1/2 Page	\$1,799.50	\$1,709.50	\$1,619.50
1/4 Page	\$1,119.50	\$1,059.50	\$1,009.50
1/8 Page	\$789.50	\$749.50	\$709.50

Black-and-White Rates	1x	2x	3x
Full Page	\$1,899.50	\$1,799.50	\$1,709.50
1/2 Page	\$1,379.50	\$1,309.50	\$1,239.50
1/4 Page	\$799.50	\$759.50	\$719.50
1/8 Page	\$589.50	\$559.50	\$529.50

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 Max with Toolbar | \$750
Leaderboard with Belly Band | \$1,100

Skyscraper | \$775.00



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). Rates as of September 2017

ENERGIZED MAGAZINE



EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers
- Members and readers receive each issue via email and each new issue is posted on CPA's website. A full archive of past issues is available, ensuring longevity for your online presence.



In addition to print, *Energized* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.

ENERGIZED DIGITAL EDITION



Leaderboard | \$1,100

Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

Sponsorship Max | \$750

Your message will be prominently displayed directly across from the cover of the magazine.

**Video capabilities are not supported for Sponsorship MAX.*

For the latest online specs, please visit: <http://www.naylor.com/digitalmagspecs>

Toolbar | Free with Sponsorship Max

Your company name is displayed on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons.

Skyscraper | \$775

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

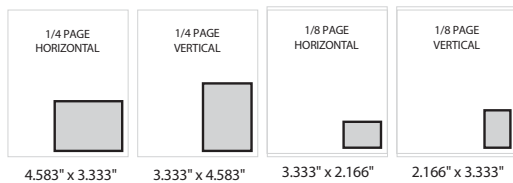
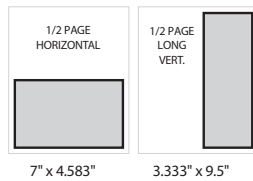
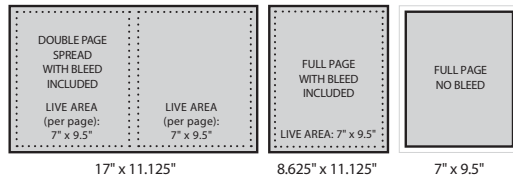
Belly Band | Free with Leaderboard

The Belly Band is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition. It also extends to the digital edition's back cover, wrapping your company's message around the entire digital edition.

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"
- Heavy Card Stock Insert: 8.25" x 10.75"

Digital Edition

For more information, visit:

<http://www.naylor.com/digitalmagspecs>

PROPANE.CA WEBSITE



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.

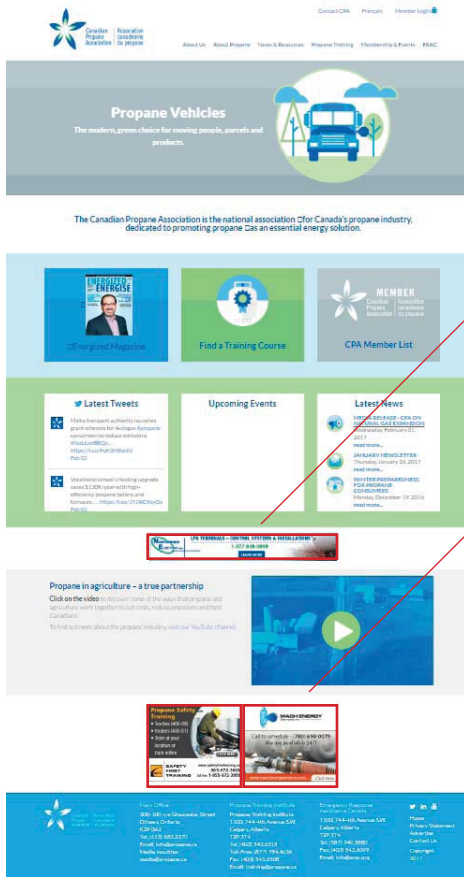
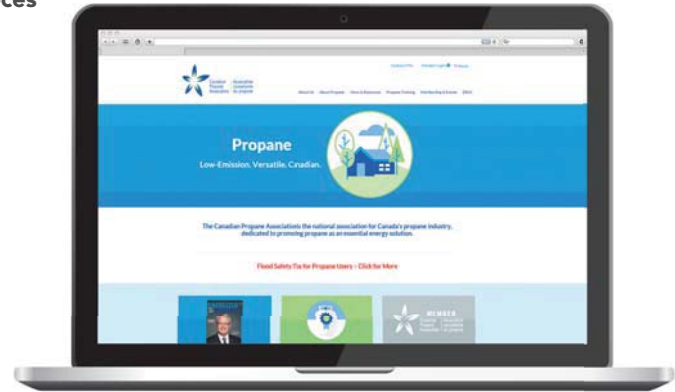
Features of CPA website advertising:

- 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 10,417 visits per month
- 16,191 page views per month
- Sessions lasting more than 1:18 minutes

*Traffic numbers from 02/17 - 08/17



Custom Leaderboard | \$2,445 - 12 months

Run of Site (3 rotations maximum)

Rectangle Ads | \$1,890 - 12 months

2 positions available. Run of Site (3 rotations each)

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

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PUBLIC AFFAIRS NEWSLETTER



ABOUT **PUBLIC AFFAIRS** MONTHLY ENEWSLETTER NAYLORNETWORK.COM/FUM-NWL/

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 915 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 | \$2,150

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

Sponsored Content

12 Months | \$2,625

- 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

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

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 **REGULATORY AFFAIRS** NEWSLETTER

NAYLORNETWORK.COM/FUM-NWL/

Now more than ever, professionals consume information on the go. Our *Regulatory Brief* weekly 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 500 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



1st Set of Rectangle

12 Months | \$3,250

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

2nd set of Rectangles

12 Months | \$3,000

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

3rd set of Rectangles

12 Months | \$2,750

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

Distributed weekly (bi-lingual)

Sections include

- News & Updates
- CPA News
- Propane Training Institute
- Bulletins & Notices and More!