



MEDIA KIT

**REACH WESTERN CANADA'S
\$8.9 BILLION MECHANICAL
CONTRACTING INDUSTRY!**

*The Western Journal of Mechanical, Plumbing
and Piping Contracting*



FOR MORE INFORMATION, PLEASE CONTACT:

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www.mca-ab.com
www.mcabc.org
www.mca-mb.com
www.mca-sask.com



Western Canada's mechanical contracting associations, representing both union and non-union companies!



THE MECHANICAL CONTRACTORS ASSOCIATIONS OF ALBERTA, B.C., MANITOBA & SASKATCHEWAN

Our association is dedicated to the unique interests of mechanical contractors and their suppliers in Canada. We work together for the promotion, improvement, and advancement of Canada's mechanical contractor industry.

\$8.9+ billion

The mechanical contracting industry in Western Canada has an annual revenue of over **\$8.98 billion**.

750+ MEMBERS

Members include:

Mechanical Contractors
Specialty Contractors
Subcontractors
Engineers
Developers
Suppliers
Service Providers

INDUSTRY OUTLOOK

Western Canada (Alberta, B.C., Saskatchewan and Manitoba) has a **growing \$8.98+ billion mechanical contracting industry** and is one of the largest construction sectors in the country. Breakdown per sector:

- ◆ **Plumbing:** Currently a \$6.49 billion industry and is expected to grow over the next five years at an average annual rate of 2.9%.
- ◆ **Sheet Metal:** Currently a \$842 million industry.
- ◆ **HVACR (Heating and Cooling) Equipment Manufacturing:** \$965 million industry and is expected to grow over the next five years at an average annual rate of 1.9%.
- ◆ **Plastic Pipe & Parts Manufacturing:** \$685 million industry.

The Western Journal of Mechanical, Plumbing and Piping Contracting
annual magazine
In Print and Online



View last year's issue:
www.naylornetwork.com/mab-nxt/

Reach all MCAC members from across Western Canada! Contact your Naylor representative 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-Colour	Rates
Double Page Spread	\$ 4,609.50
Outside Back Cover	\$ 4,239.50
Inside Front or Inside Back Cover	\$ 3,879.50
Full Page	\$ 3,189.50
1/2 Page	\$ 2,089.50
1/3 Page	\$ 1,519.50
1/4 Page	\$ 1,099.50
1/8 Page	\$ 719.50

Black-and-White	Rates
Full Page	\$ 2,269.50
1/2 Page	\$ 1,539.50
1/3 Page	\$ 1,089.50
1/4 Page	\$ 819.50
1/8 Page	\$ 569.50

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 | \$525.00

Skyscraper | \$775.00

Toolbar | \$275.00

Belly Band | \$525.00

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

Special Advertising Section: Products and Services Showcase



Use our product showcase to advertise new products in the market. Your advertisement includes a 100-word description and a picture of the product

Special Advertising Section: Provincial Suppliers Guide

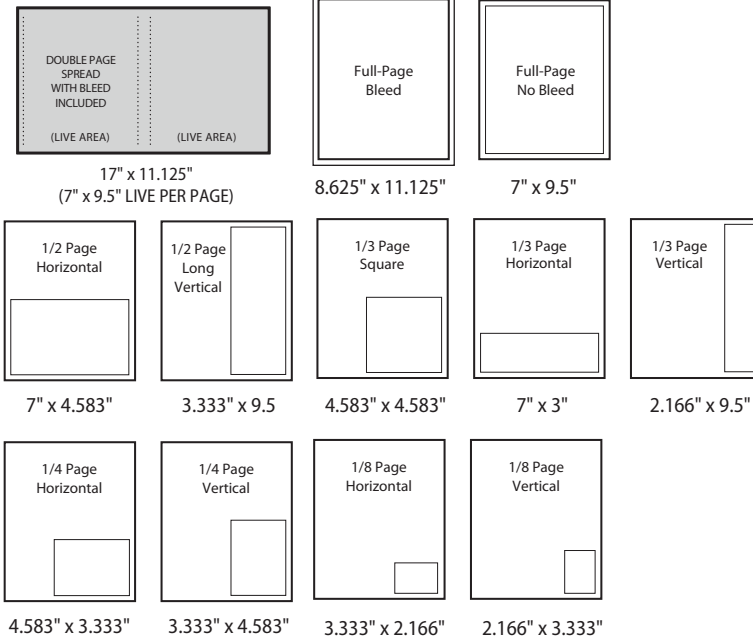


Don't miss out on this cost-effective opportunity to be listed for an entire year with a profile and logo under the province of your choice.

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"



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"

Specs for Outsert/Inserts

1 Pg / 1 Surface 8.375" x 10.875" Postcards 6" x 4.25"
1 Pg / 2 Surface 8.375" x 10.875" Heavy Card Stock Insert 8.25" x 10.75"
2 Pg / 4 Surface 8.375" x 10.875" Postal flyersheets 8.5" x 11"

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

The Western Journal of Mechanical, Plumbing and Piping Contracting – digital edition



Digital Edition- www.naylornetwork.com/MAB-NXT

In addition to print, *The Western Journal of Mechanical, Plumbing and Piping Contracting* 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 each MCA provincial website. An archive of issues is available, securing your ad a lasting online presence.

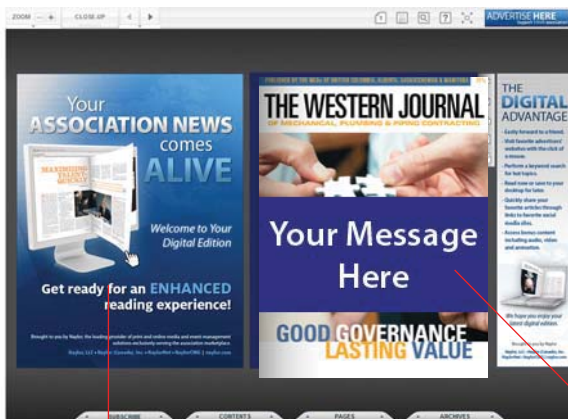
Readers can:

- 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

Extend your advertising investment with digital media:

- Link your ad to the landing page of your choice
- Increase website traffic
- Interact with viewers to help the buying process
- Generate an immediate response from customers

Ad Positions



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 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.

Digital Belly Band | \$525.00

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

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

Digital Edition Sponsor Max (543 x 705 pixels) | \$525.00

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.

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.

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 Mechanical Contractors Associations of Alberta, British Columbia, Manitoba & Saskatchewan 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 our associations.

110 Insulators Union
Attersall Marketing Ltd.
Bartle & Gibson Co. Ltd.
Belimo Aircontrols(CAN) Inc.
Bestway Backflow Prevention Corporation
Bibby-Ste-Croix
Bow Plumbing Systems
Building Trades of Alberta
Canadian Trade Services Ltd.
Christian Labour Association of Canada (CLAC)
CONBRACO/Apollo Valves
Crossroads C & I Distributors Inc.
D.C.M. Mechanical Ltd.
Davies Supply Group Ltd.
E. Myatt & Company Inc.
EQUITY PLBG & HTG Ltd.
Fabco Plastics Ltd.
FastEst Inc.
Flocor Inc.
Insulators Local 118
Int'l Brotherhood of Boilermakers
IPEX Management Inc.
Jim Pattison Lease
Kehoe Equipment Ltd.
Leland Industries Inc.
Mercedes-Benz Canada
Northern Fireplace Ltd.
Plumbers & Pipefitters Union
Prairie Mobile Communications Ltd.
SAIT Polytechnic
Saskenergy Incorporated
Sheet Metal Workers International Association Local #296
Sinclair Supply Ltd.
Suntech Systems Ltd.
Tamas Hydronic Systems Inc.
UA Canada/AU Canada
UA Local #170
Western Pump Ltd.
Wolseley Canada
Zurn Ind.



Index of Advertisers Categories

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice 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.*

- | | |
|--|--|
| <input type="checkbox"/> Air Filters | <input type="checkbox"/> Louvres |
| <input type="checkbox"/> Air Volume Measurement | <input type="checkbox"/> Mechanical Contractors |
| <input type="checkbox"/> Balancing Valves | <input type="checkbox"/> Mechanical Estimation |
| <input type="checkbox"/> Colleges & Training Schools | <input type="checkbox"/> Mechanical Piping Systems |
| <input type="checkbox"/> Construction Safety | <input type="checkbox"/> Natural Gas |
| <input type="checkbox"/> Consulting Professional Engineers | <input type="checkbox"/> Pipe Clamping Systems |
| <input type="checkbox"/> Continuing Education | <input type="checkbox"/> Pipe Freezing Equipment |
| <input type="checkbox"/> Contractor Work Vehicles | <input type="checkbox"/> Pipe Hangers |
| <input type="checkbox"/> Controls | <input type="checkbox"/> Pipe Tee Joints |
| <input type="checkbox"/> Coolers | <input type="checkbox"/> Pipe Trade Associations |
| <input type="checkbox"/> Copper & Brass Products | <input type="checkbox"/> Plumbing & Heating Supplies |
| <input type="checkbox"/> Digital Control Systems | <input type="checkbox"/> Radiant Floor Heating |
| <input type="checkbox"/> Electrical Services & Controls | <input type="checkbox"/> Refrigerants |
| <input type="checkbox"/> Electronic Flowhoods | <input type="checkbox"/> Refrigeration Specialists |
| <input type="checkbox"/> Electronic Quote/Bidding Systems | <input type="checkbox"/> Removal Pumps |
| <input type="checkbox"/> Faucets | <input type="checkbox"/> Safety Associations |
| <input type="checkbox"/> Food Waste Dispensers | <input type="checkbox"/> Sheet Metal Associations |
| <input type="checkbox"/> Gases | <input type="checkbox"/> Sheet Metal Fabricators |
| <input type="checkbox"/> Heating & Cooling | <input type="checkbox"/> Software |
| <input type="checkbox"/> Heating Products & Industrial Equipment | <input type="checkbox"/> Spiral Fittings |
| <input type="checkbox"/> Heating, Ventilating & Air Conditioning Manufacturers | <input type="checkbox"/> Sprinkler & Fire Protection Systems |
| <input type="checkbox"/> Hot & Cold Water Distribution Systems | <input type="checkbox"/> Stainless Steel Sinks |
| <input type="checkbox"/> HVAC Automation Sensors | <input type="checkbox"/> Technical Services |
| <input type="checkbox"/> HVAC Suppliers | <input type="checkbox"/> Tub & Shower Systems |
| <input type="checkbox"/> Hydronic Air Vents | <input type="checkbox"/> Unions |
| <input type="checkbox"/> Industrial Fans & Blowers | <input type="checkbox"/> Valves & Accessories |
| <input type="checkbox"/> Insurance | <input type="checkbox"/> Van Outfitters |
| <input type="checkbox"/> Ladders | <input type="checkbox"/> Other: |

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

_____ **Additional Categories X \$20.00 = \$** _____

Initial: _____ **Date:** _____