



Website Sales



www.mca-mb.com

FOR MORE INFORMATION, PLEASE CONTACT:

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NAYLOR 
ASSOCIATION SOLUTIONS



The **Mechanical Contractors Association of Manitoba** covers the full spectrum of mechanical construction in the industry: plumbing, sheet metal, refrigeration and steam fitting/pipe fitting.

**\$3
BILLION**

Manitoba's mechanical contracting industry has a buying power of more than \$3 billion.

Members include:

- Mechanical Contractors**
- Specialty Contractors**
- Subcontractors**
- Engineers**
- Suppliers**
- Service Providers**

INDUSTRY OUTLOOK

Canada has a **growing \$20+ billion mechanical contracting industry** and is one of the largest construction sectors in the country. Breakdown per sector:

- ◆ **Plumbing:** Currently a \$16.6 billion industry and is expected to grow over the next five years at an average annual rate of 2.9%.
- ◆ **Sheet Metal:** Currently a \$2.8 billion industry.
- ◆ **HVACR (Heating and Cooling) Equipment Manufacturing:** \$3.8 billion industry and is expected to grow over the next five years at an average annual rate of 1.9%.
- ◆ **Plastic Pipe & Parts Manufacturing:** \$2.5 billion industry.

**Reach MCAAM members year round!
Contact your Naylor representative today.**



Website Sales

www.mca-mb.com

**Nearly 3 pages
per visit and
more than 1,200
page-views per
month!**

MECHANICAL CONTRACTORS ASSOCIATION OF MANITOBA

MCAM Website

Advertising on the MCAM Website – www.mca-mb.com

Advertising on the MCAM website is a great way to reach member and non-member visitors and reinforce your marketing message in the mechanical contracting industry in Manitoba. Visitors log on to www.mca-mb.com to learn about upcoming association events, discover ways to maximize their MCAM membership and stay up-to-date on the latest industry news. Advertising on www.mca-mb.com offers several cost-effective opportunities to position your company as a leader in front of an influential group of mechanical contracting professionals.

Features of MCAM website advertising:

- 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.mcamb.ca receives:

- Nearly 500 visits per month
- More than 1,200 page views per month
- Nearly 3 pages per visit
- 77% of visits are new!

**Traffic numbers from July 2017 - January 2018*



Horizontal Banner (468 x 60 pixels)

12 months - \$1,470

Run-of-site (with the exception of the "Members Only" sub page) with a maximum rotation of only 4 advertisers.

Rectangle Ads (180 x 150 pixels)

12 months - \$1,470

Run-of-site with only 3 advertisers per rectangle (6 advertisers total), your ad will rotate on the home page and all website sub-pages.

Online Specifications

For more information, visit:

www.naylor.com/clientSupport-onlineGuidelines.asp

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.