



WWW.MCA-MB.COM

MECHANICAL CONTRACTORS ASSOCIATION OF MANITOBA MEDIA GUIDE

REACH LEADERS IN MANITOBA'S
\$740 MILLION MECHANICAL
CONTRACTING INDUSTRY!

FOR MORE INFORMATION, PLEASE CONTACT:

NAYLOR 
ASSOCIATION SOLUTIONS



MCAM AT A GLANCE:

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

\$10.6B

The plumbing industry in Canada generates **\$10.6B** in annual revenue.*

\$296M

The Manitoba sheet metal manufacturing industry generates **\$296M** in revenue.**

\$71.8M

Air-conditioning and heating contractors in Manitoba have **\$71.8M** in purchasing power.***

\$3.5B

Canada's metal pipe & tube manufacturing industry generates **\$3.5B** in annual revenue.****

MEMBERS INCLUDE:

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



WWW.MCA-MB.COM
WEBSITE SALES

THE MCAM
CONNECTOR

**SHARE YOUR MESSAGE WITH LEADERS
IN MANITOBA'S \$740 MILLION MECHANICAL
CONTRACTING INDUSTRY!**

BE SURE TO CONTACT YOUR NAYLOR
REPRESENTATIVE FOR MORE INFORMATION!



Source: IBISWorld Canadian Reports: 23822BCA*, 33232CA**, 33341CA***, 32612CA****

WWW.MCA-MB.COM

Advertising on the Mechanical Contractors Association of Manitoba Inc. Website

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.

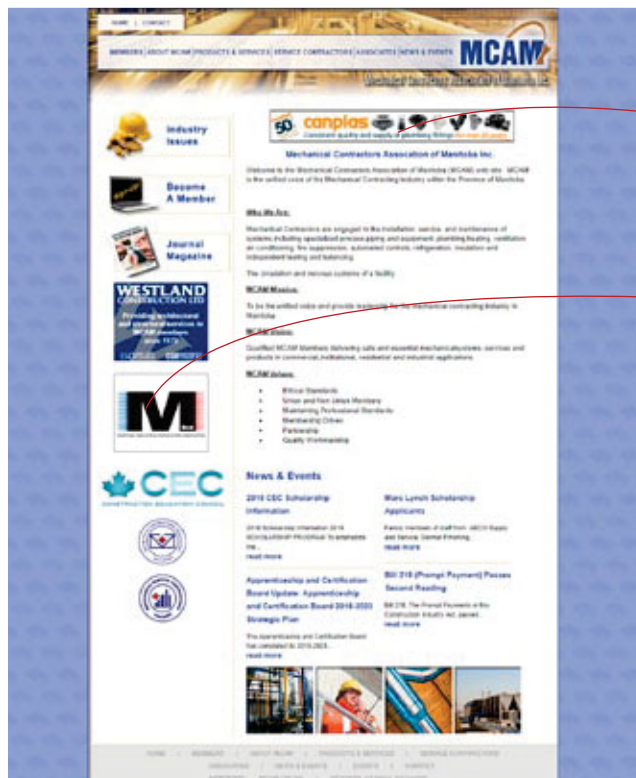
Features of MCAM website advertising:

- Cross-promoted in other MCAM 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.mca-mb.com receives:

- More than 340 unique visitors per month
- 915 sessions per month
- Over 1,200 page views per month

*Traffic numbers from 12/2017 - 05/2018



Horizontal Banner 12 Months | \$1,470

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

Rectangle Ads 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.

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.

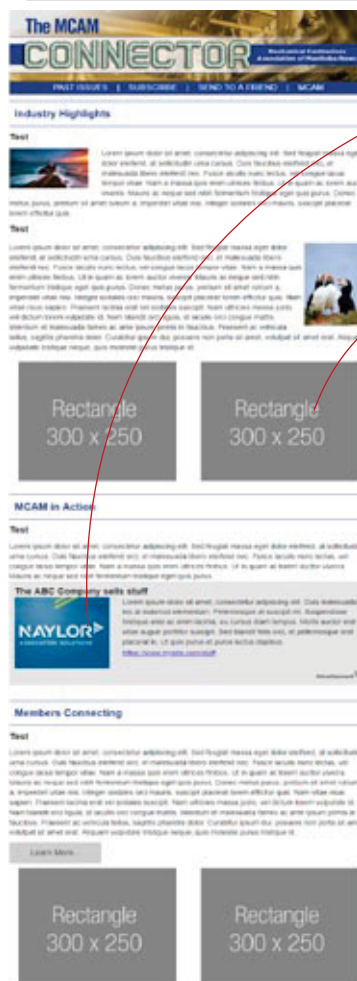
THE MCAM CONNECTOR

ABOUT THE NEWSLETTER

Now more than ever, professionals consume information on the go. Our 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 decision-makers on a regular basis
- In addition to members, opt-in subscription means that professionals in the market for your products and services see your message
- Cross-promoted in other MCAM 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



Sponsored Content

12 Months | \$1,200 6 Months | \$675 3 Months | \$375

- Only one spot available – NO ROTATION
- Placed next to content and visible the entire time the eNewsletter is being viewed

Rectangle Ad

12 Months | \$1,000 6 Months | \$550 3 Months | \$325

- Only six spots available – NO ROTATION
- Located between popular sections of the eNewsletter

Distributed the second Tuesday of every other month!

Sections include

- Hot Topics
- News Briefs
- Upcoming Events

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This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.