



MEDIA KIT

MECHANICAL CONTRACTORS ASSOCIATION OF MANITOBA

Website Sales, mca-mb.com



FOR MORE INFORMATION, PLEASE CONTACT:

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NAYLOR 
ASSOCIATION SOLUTIONS



MCAM Advantage

- ◆ The mechanical contracting industry buying power in Manitoba is valued at **more than \$3 billion**.
- ◆ MCAM covers the full spectrum of mechanical construction in the industry: **plumbing, sheet metal, sheet metal, refrigeration and steam fitting/pipe fitting**.
- ◆ We **represent** industry professionals in Manitoba who spend billions a year, including:

Contractors	Government Agencies
Architects	Engineers
Suppliers	Service Providers

MCAM Website Sales
www.mca-mb.com



Nearly 2.50 pages per visit and more than 1,475 pageviews per month!

Industry Snapshot

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

- ◆ **Plumbing:** Current \$12.5 billion industry and is expected to grow over the next five years at an average annual rate of 2.9%.
- ◆ **Sheet Metal:** Current \$2.9 billion industry.
- ◆ **HVACR (Heating and Cooling):** \$3.1 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.

Build your brand and business with MCAM.
Contact your Naylor account executive today!

Sources: MCAM, IBISWorld Canadian Reports: 23822BCA, 33232CA, 33341CA, 32612CA

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.mca-mb.com receives:

- More than 600 visits per month
- More than 1,475 page views per month
- Nearly 2.50 pages per visit
- 80% of visits are new!

**Traffic numbers from Dec. 1, 2015 - June 1, 2015*



Horizontal Banner | 12 months - \$1,300

Run-of-site with only 4 advertisers available your ad will rotate on the home page and all website sub-pages.

Rectangle Ads | 12 months - \$1,300

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.

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.



Online Specifications

For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Website

Rectangle Ad

- 180 x 150 pixels
- JPG, GIF or Flash/SWF* accepted
- Max file size 100 KB

Horizontal Banner

- 468 x 60 pixels
- JPG, GIF or Flash/SWF* accepted
- Max file size 100 KB

*Website Flash Guidelines

- Publish or export .SWF file for Flash Player 9 and ActionScript 3.0
- Bitmaps should have "smoothing enabled" for best presentation
- All fonts, images, and support animations files should be embedded within the file
- Do not use flash stage color as background; Create a bottom layer and draw a solid filled box
- Animation time limit is approximately 25 seconds (including multiple loops); A stop action is needed at the end of the animation

Create an invisible button using Action Script 3.0

1. Open your .fla file.
2. Lock all your layers
3. Create a new layer on top and select the first frame.
4. Draw a large rectangle or shape that will cover the whole banner.
5. Then convert your shape to a 'Symbol' and track it as a button.
6. In the PROPERTIES panel set the 'Color Effect' as 'Alpha' and set it to 0%.
7. Then change the instance name to 'naylornet_btn'
8. Create a new layer on top of the button and select the first frame.
9. Go to the ACTIONS panel, copy and paste this snippet below

```
naylornet_btn.addEventListener(MouseEvent.CLICK,function(event:MouseEvent):void {
flash.net.navigateToURL(new URLRequest
(root.loaderInfo.parameters.url), "_blank");
});
```

NOTE: Do not type your intended url in the code. Leave the word url as-is. The purpose of setting up your Flash creative like this is so that we can control the landing page. Please supply the desired URL to your Naylor account executive.

10. Publish or export .SWF file for Flash Player 10 or higher and ActionScript 3.0