



Website Sales

[www.mca-mb.com](http://www.mca-mb.com)

FOR MORE INFORMATION, PLEASE CONTACT:

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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](http://www.mca-mb.com)

**Nearly 3 pages  
per visit and  
more than 1,450  
pageviews per  
month!**

**MECHANICAL CONTRACTORS ASSOCIATION OF MANITOBA**

# MCAM Website

## Advertising on the MCAM Website – [www.mca-mb.com](http://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](http://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](http://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](http://www.mcamb.ca) receives:

- More than 440 visits per month
- More than 1,450 page views per month
- Nearly 3 pages per visit
- 77% of visits are new!

*\*Traffic numbers from October 2016 - April 2017*



**Horizontal Banner** (468 x 60 pixels)

**12 months - \$1,400**

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 - \$1,400**

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](http://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.