

# Ontario Association of Architects

## The OAA Advantage

- Our members consist of **100% of the architects in Ontario**. Architects must be a member of the OAA in order to practice architecture in Ontario.
- We represent a **\$1.2 billion** architectural industry.
- Our members represent the buying power of **1,507 architectural firms, 3,150 architects and 1,310 intern architects**.

## Who We Are

The Ontario Association of Architects is a self-regulating organization that represents 100% of the architects in Ontario and represents a \$1.2 billion architectural industry. Our member architects are highly trained professionals bound by regulations made under the Architects Act and we are dedicated to promoting and increasing the knowledge, skill and proficiency of our members in order that the public interest may be served and protected.

## Distribution

Whether you're launching a new product, promoting time-sensitive offers or striving to **maintain top-of-mind awareness** when a purchasing decision is made, OAA delivers your message to members' mailboxes and inboxes.

### Our publications allow you to reach:

- 100% of the architects in Ontario
- Chief building officials
- Associations
- Libraries
- Boards of education
- Commercial and trade commissions
- Real estate developers
- Real estate development companies
- Members of government
- Schools of architecture

Our readers are responsible for **specifying, recommending and approving products and services** used to complete their projects.

## Interested in advertising? Please contact:

### Brenda Ezinicki

Publication Director  
Toll-free: (800) 665-2456 ext. 459  
Fax: (800) 709-5551  
bezinick@naylor.com

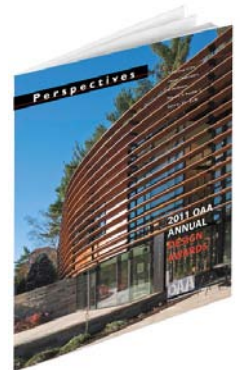


## OAA In Print and Online

### Perspectives

Published four times a year, the magazine features coverage of the latest topics, trends and regulatory updates.

Ontario's architects rely on the magazine to stay up-to-date about the latest products and services to hit the market.



### Perspectives DIGITAL EDITION

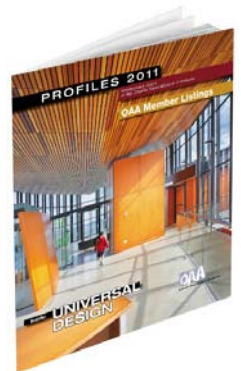
In addition to print, *Perspectives* is also available to readers in a fully interactive digital version. Extend your print advertising investment with the unique benefits of digital media.



### Profiles 2013

Our "who's who guide" stays on the desks of top contacts at OAA member companies all year long.

Our key networking tool puts recipients in touch with fellow members, as well as the vendors that provide product and service solutions.



To learn more about OAA, visit:

[www.oaa.on.ca](http://www.oaa.on.ca)

# Ontario Association of Architects

## Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the Ontario Association of Architects 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 OAA.

3G Lighting, Inc.	James Hardie Building Products
A&M Wood Specialty	LMDG Building Code Consultants, Ltd.
ADR Chambers	Loewen
Aird & Berlis, LLP	M & E Engineering, Ltd.
Alexandria Moulding	Mac Tech Systems, Inc.
AMR Group	Maple Terrazzo, Marble & Tile, Inc.
Amvic Building Systems	Marvin Windows & Doors
Architectural Record	Master Craft Wood Turnings, Ltd.
Arkea Systems	MCM 2001, Inc.
Azon U.S.A., Inc.	MGM Consulting
BAM Canada	Moulding and Millwork -Toronto Door Division
Beaver Valley Stone, Ltd.	OAS
Can-Best	Ontario Building Officials Association
Can-Save Carpenters District Council of Ontario	Ontario General Contractors Association
Commdoor Aluminum	Pella Windows and Doors of Ontario
D & H Custom Woodworking	PFSI (Polyurethane Foam Systems, Inc.)
D2S, Inc.	Re-Form Technologies, Ltd.
Delta Elevator Company, Ltd.	Reliance Home Comfort
DIALOG	Sedum Master
Editorial Advertisement	Sound Barriers
Euclid Canada	Stone Rox / Bradstone
Firestone Building Products	Stone Selex, Inc.
GAF	Strassburger Windows and Doors
Goodfellow, Inc.	Tandus Canada
GSCNE Inc.	Thames Valley Brick & Tile
HGC Engineering, Ltd.	Tindall Corporation
IB Roof Systems Canada	Valcoustics Canada, Ltd.
InterfaceFLOR Canada	Vertechs Design

# Perspectives quarterly magazine Profiles 2013



## Net Advertising Rates

All rates include an eLink in the digital edition of *Perspectives* magazine.

**Revisions and Proofs:** \$50.00  
**Position Guarantee:** 15% Premium

### Full-Colour Rates

	1x	2x	3x	4x	5x
<b>Double Page Spread</b>	\$4,749.50	\$4,509.50	\$4,269.50	\$4,039.50	\$3,7799.50
<b>Outside Back Cover</b>	\$4,509.50	\$4,339.50	\$4,179.50	\$4,009.50	\$3,849.50
<b>Inside Front or Inside Back Cover</b>	\$4,139.50	\$3,969.50	\$3,809.50	\$3,639.50	\$3,479.50
<b>Full Page</b>	\$3,309.50	\$3,139.50	\$2,979.50	\$2,809.50	\$2,649.50
<b>1/2 Page</b>	\$2,189.50	\$2,079.50	\$1,969.50	\$1,859.50	\$1,749.50
<b>1/3 Page</b>	\$1,809.50	\$1,719.50	\$1,629.50	\$1,539.50	\$1,449.50
<b>1/4 Page</b>	\$1,389.50	\$1,319.50	\$1,249.50	\$1,179.50	\$1,109.50
<b>1/8 Page</b>	\$809.50	\$769.50	\$729.50	\$689.50	\$649.50

### Black-and-White Rates

	1x	2x	3x	4x	5x
<b>Full Page</b>	\$2,419.50	\$2,299.50	\$2,179.50	\$2,059.50	\$1,939.50
<b>1/2 Page</b>	\$1,539.50	\$1,459.50	\$1,389.50	\$1,309.50	\$1,229.50
<b>1/3 Page</b>	\$1,159.50	\$1,099.50	\$1,039.50	\$989.50	\$929.50
<b>1/4 Page</b>	\$879.50	\$839.50	\$789.50	\$749.50	\$699.50
<b>1/8 Page</b>	\$529.50	\$499.50	\$479.50	\$449.50	\$419.50

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor 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 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). OAA-Q0112 (L.R. OAA-Q0109 1/20/08)



## Digital Edition

In addition to print, *Perspectives* is also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



### Extend your print advertising investment with the unique benefits of digital media:

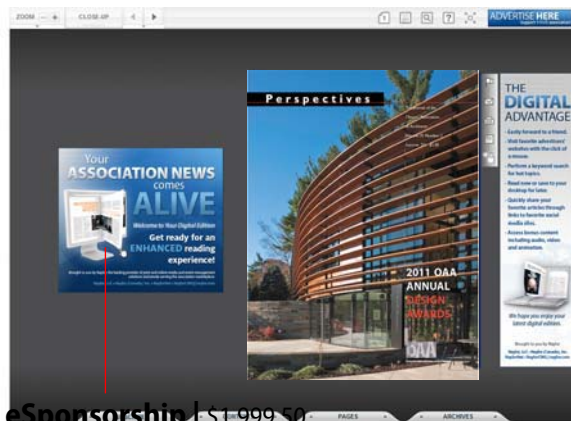
- Link your ad to the landing page of your choice
- Increase traffic to your website
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers

*Members and readers receive each issue via e-mail and each new issue is posted on the association's website. A full archive of past issues is available, ensuring longevity for your online presence.*

### With the digital edition, readers can:

- Bookmark pages and insert notes
- Perform a keyword search of the entire magazine
- Navigate and magnify pages with one click
- View issues instantly from most smart phones
- Read the issue online or download and print for later
- Share articles on third-party news and social networking sites
- Use tabs to view archives, find a list of articles for one-click access and more

## Ad Positions



**eSponsorship | \$1,999.50**

### Includes eSkyscraper at no additional cost

Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities bring your message to life!

### eLink | Included in display ad rates

eLinks increase traffic from your ad in the digital edition to your company's website or a corporate e-mail address. Additional fees apply where noted.



**eToolbar | \$1,299.50**

Your company name is displayed as a button on the toolbar, found in the top-right corner of every page of the digital edition next to frequently used navigational icons. When viewers click the button, descriptive text and a link to your website appear.

**eSkyscraper | INCLUDED WITH eSPONSORSHIP**

The eSkyscraper ad displays the entire time the digital edition is open, giving your message consistent and lasting exposure.

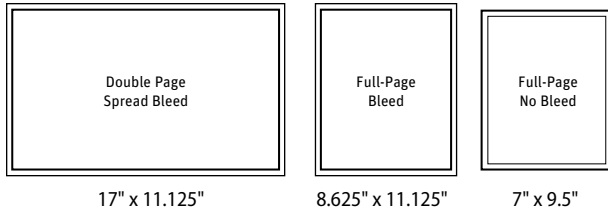
## Our digital edition users are engaged. *Perspectives* digital edition receives:

- More than 18 page views per visit.
- An average 97,236 mobile views per year.
- Nearly 100,000 page views per year.

*\*Traffic numbers estimated based on reports from 01/2012 - 04/2012*

## Print Advertising Specifications

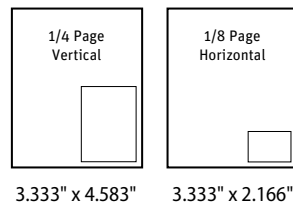
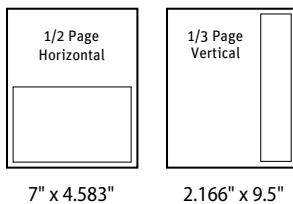
Directory/Magazine Trim Size: 8.375" x 10.875"



**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"



### Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

### Artwork Requirements

All digital colour and greyscale 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 colour artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a colour 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 Web site at [www.naylor.com](http://www.naylor.com) and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

### Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

## Online Specifications

For more information, visit: [www.naylor.com/clientSupport-onlineGuidelines.asp](http://www.naylor.com/clientSupport-onlineGuidelines.asp)

### Digital Edition

#### eSponsor

- 550 x 480 pixels
- JPG, GIF, Flash/SWF\*, AVI, MPG, MOV, FLV or Real Player accepted
- Animation and video no longer than one minute in duration

#### eSkyscraper

- 200 x 783 pixels
- JPG only (no animation)

#### eToolbar

- 250 x 50 pixels; 50 character limit (initial eToolbar button)
- JPG only (no animation)

#### Digital Edition Guidelines

- Minimum 18pt type (depending on font style) should be used for clarity.
- Avoid any ActionScript that can affect the NXTbook engine, such as `_parent` layer of the animation, `_level0` and `_root` references, or global functions like `setTimeinterval`.
- **Note: Do not add any Web links or URLs;** we will create the links so they can be tracked on our system.
- Files should be compressed as much as possible.

**Please note: File size for static ad submissions must not exceed 100 kb.**

### \*Flash Guidelines

#### Embed all fonts

- To avoid transparency issues with Web pages, create a bottom layer and draw a solid filled box. Do not use Flash default stage colour.
- Make sure there is no white space around the edge of the animation.

- Please loop supplied animations 3-4 times and add a stop action (no continuous loops allowed). For Web ads, animation must not exceed 25 seconds (including multiple loops).

#### Setting Up Flash Creatives for Online Ads

1. Open your .fla file.
2. In the 'Timeline' create a new layer on top, then select the first frame.
3. Draw a large rectangle or shape that will cover the whole banner.
4. Convert the shape to a 'Symbol' and track it as a button.
5. From the properties, set the 'Colour Effect' as 'Alpha' and set it to 0%.
6. With the newly created button, go to the 'Actions' panel and add the following code:

```
on (press) {
    getURL(url, "_blank");
}
```

**Note: Do not type the company URL but the word "URL".** Contact your Naylor sales rep to supply your intended URL.

7. Publish or export your .SWF file to Flash 9 player and Action Script 2.0. Your Flash file is now ready to be tracked by our system.

You can find more information on how to track Flash Banners at the Adobe Rich Media Advertising Center at: [http://www.adobe.com/resources/richmedia/tracking/designers\\_guide/](http://www.adobe.com/resources/richmedia/tracking/designers_guide/)

## Index of Advertisers Categories

Our publications feature 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"/> Acoustical Suspension                      | <input type="checkbox"/> Heating & Cooling Piping          | <input type="checkbox"/> Specialty Doors                    |
| <input type="checkbox"/> Air Barriers                               | <input type="checkbox"/> Heating Boilers & Accessories     | <input type="checkbox"/> Stone Anchors                      |
| <input type="checkbox"/> Air Distribution                           | <input type="checkbox"/> High-Tolerance Floor              | <input type="checkbox"/> Structural Concrete                |
| <input type="checkbox"/> Air-Supported Structures                   | <input type="checkbox"/> HVAC Instrumentation & Controls   | <input type="checkbox"/> Tack Board & Visual Aid Boards     |
| <input type="checkbox"/> Architectural Cast-in-Place Concrete Forms | <input type="checkbox"/> Interior Wood Door Frames & Jambs | <input type="checkbox"/> Terra Cotta                        |
| <input type="checkbox"/> Architectural Woodwork                     | <input type="checkbox"/> Lifts                             | <input type="checkbox"/> Tiles                              |
| <input type="checkbox"/> Audio-Visual Equipment                     | <input type="checkbox"/> Lighting                          | <input type="checkbox"/> Transformers                       |
| <input type="checkbox"/> Awnings/Canopies                           | <input type="checkbox"/> Limestone                         | <input type="checkbox"/> Transmissions & Distribution       |
| <input type="checkbox"/> Basic Electrical Materials                 | <input type="checkbox"/> Maintenance Equipment             | <input type="checkbox"/> Utility Boxes                      |
| <input type="checkbox"/> Basic Masonry Materials                    | <input type="checkbox"/> Masonry Anchorage & Reinforcement | <input type="checkbox"/> Vents                              |
| <input type="checkbox"/> Carpet                                     | <input type="checkbox"/> Material Handling                 | <input type="checkbox"/> Water Supply & Treatment Equipment |
| <input type="checkbox"/> Ceiling Suspension                         | <input type="checkbox"/> Membrane Roofing                  | <input type="checkbox"/> Waterproofing                      |
| <input type="checkbox"/> Concrete Restoration & Cleaning            | <input type="checkbox"/> Metal Support Assemblies          | <input type="checkbox"/> Window Treatments & Hardware       |
| <input type="checkbox"/> Cubicles                                   | <input type="checkbox"/> Meters                            | <input type="checkbox"/> Windows                            |
| <input type="checkbox"/> Detection & Alarm                          | <input type="checkbox"/> Mortar for Masonry Restoration    | <input type="checkbox"/> Wood Cornices                      |
| <input type="checkbox"/> Door & Window Wood Casings                 | <input type="checkbox"/> Office Accessories                | <input type="checkbox"/> Wood Doors                         |
| <input type="checkbox"/> Door Louvers                               | <input type="checkbox"/> Paints                            | <input type="checkbox"/> Other: _____                       |
| <input type="checkbox"/> Electrical Testing                         | <input type="checkbox"/> Parking Control Equipment         | _____   |
| <input type="checkbox"/> Elevators                                  | <input type="checkbox"/> Plaster & Gypsum Board            | _____   |
| <input type="checkbox"/> Escalators & Moving Walks                  | <input type="checkbox"/> Plastic Doors                     |   |
| <input type="checkbox"/> Exterior Signage                           | <input type="checkbox"/> Plumbing Pumps                    |   |
| <input type="checkbox"/> Exterior Wood Door Frames & Jambs          | <input type="checkbox"/> Prefabricated Stair Forms         |   |
| <input type="checkbox"/> Fabrics                                    | <input type="checkbox"/> Radiation/Lighting Protection     |   |
| <input type="checkbox"/> Fibrous Reinforcing                        | <input type="checkbox"/> Roofing & Siding Panels           |   |
| <input type="checkbox"/> Fire & Smoke Protection                    | <input type="checkbox"/> Scaffolding                       |   |
| <input type="checkbox"/> Fire Protection Piping                     | <input type="checkbox"/> Security & Vault Equipment        |   |
| <input type="checkbox"/> Flooring                                   | <input type="checkbox"/> Shingles                          |   |
| <input type="checkbox"/> Furniture                                  | <input type="checkbox"/> Site Decontamination              |   |
| <input type="checkbox"/> Glass                                      | <input type="checkbox"/> Site Preparation                  |   |
| <input type="checkbox"/> Groundwater Treatment Systems              | <input type="checkbox"/> Sound-Conditioned Rooms           |   |
|   | <input type="checkbox"/> Special Purpose Rooms             |   |

*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:** \_\_\_\_\_



# Perspectives quarterly magazine

## Direct-Mail Opportunities

Advertise your products and services by including your flyer, brochure or postcard in the clear plastic bag in which *Perspectives* is mailed. Whether you are promoting an event, a new product or your entire product line, placing a direct-mail piece in the polybag with our publication will ensure tremendous exposure for your company.

**DIGITIZE YOUR AD!** In addition to the printed version, *Perspectives* is digitally reproduced and is e-mailed to members and archived on OAA's website. We can attach your direct-mail piece to the digital publication for a nominal fee. To be included, advertisers must supply the digital file of the direct-mail piece or belly band in high-resolution PDF format. *If you would like to animate your ad, additional charges apply.*

## Net Rates—Pieces Furnished by Advertiser

Surfaces	Print Distribution Only	Print & Digital Distribution
1 page (2 surfaces)	<input type="checkbox"/> \$2,889.50	<input type="checkbox"/> \$3,039.50
2 pages (4 surfaces)*	<input type="checkbox"/> \$3,609.50	<input type="checkbox"/> \$3,859.50
Postcard	<input type="checkbox"/> \$2,889.50	<input type="checkbox"/> \$3,039.50

\*3 pages (6 surfaces) or more available; quotes supplied upon request.

**NOTE:** If your direct-mail piece contains a postage indicia, additional costs will apply. Please ask your account executive for additional information.

Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor 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 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). OAA-Q0112 (L.R. OAA-Q0109 1/20/08)

