



**GET YOUR PRODUCTS AND SERVICES IN FRONT OF COMPANIES WITH MORE THAN \$7.5 BILLION IN ANNUAL REVENUES!**

*The Generals* Bi-annual magazine / Annual Member Directory & Resource Guide

OGCA News eNewsletter / OGCA.ca website sales

FOR MORE INFORMATION, PLEASE CONTACT:

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**NAYLOR**  
ASSOCIATION SOLUTIONS



## BUILD YOUR BRAND WITH THE OGCA

For more than 75 years we have worked to build Ontario by assisting our members to deliver construction excellence. Representing the majority of ICI contractors in Ontario, we are the voice of the industry.

The OGCA represents **70%** of Ontario's Industrial, Commercial and Institutional projects and **100%** of all Alternative Finance Projects.

### OGCA MEMBERS

Our members include general contractors including small, medium and large firms and associate partners (products and services suppliers).

## ONTARIO'S CONSTRUCTION INDUSTRY

Non-residential capital expenditures for construction totaled \$20.48 billion in Ontario.

- **Industrial: \$2.33 billion\***
- **Commercial: \$11.49 billion\***
- **Institutional: \$6.66 billion**

Building permits in Northern Ontario totaled more than \$600 million.

- **Industrial: \$204 million**
- **Commercial: \$190 million**
- **Institutional: \$209 million**

Building investments for ICI totaled \$4.8 billion.

- **Industrial construction investments increased 4.1%**
- **Commercial construction investments increased by 1.1%**
- **Institutional construction investments totaled \$1.6 billion**

# BY THE NUMBERS

**2,200 +**

TOTAL PRINT CIRCULATION

**12,598**

OGCA.CA MONTHLY PAGE VIEWS

**1,100**

OGCA NEWS  
eNEWSLETTER  
DISTRIBUTION

**4,000 +**

SOCIAL MEDIA  
FOLLOWERS



## THE GENERALS - BI-ANNUAL MAGAZINE

**In Print & Online!**

Our bi-annual magazine has an average circulation of 2,400 copies and reaches all of our members.



## ANNUAL MEMBER DIRECTORY & RESOURCE GUIDE

**In Print & Online!**

Gain unrivaled access to OGCA members. This annual print publication is used as a reference and purchasing tool throughout the year.



## OGCA.CA WEBSITE ADVERTISING

## OGCA NEWS - TWICE MONTHLY ENEWSLETTER

OGCA's online communications allow members to stay informed about timely industry topics and association news whether they are in the office or on the road.

# THE GENERALS MAGAZINE

## ANNUAL MEMBER DIRECTORY & RESOURCE GUIDE

### Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

**Revisions and Proofs:** \$50

**Position Guarantee:** 15% Premium

Full-Color Rates	1x	2x	3x
Double Page Spread	\$3,939.50	\$3,739.50	\$3,549.50
Inside Front or Inside Back Cover	\$3,379.50	\$3,249.50	\$3,109.50
Full Page	\$2,679.50	\$2,549.50	\$2,409.50
1/2-Page Island	\$1,779.50	\$1,689.50	\$1,599.50
1/2 Page	\$1,729.50	\$1,639.50	\$1,559.50
1/3 Page	\$1,389.50	\$1,319.50	\$1,249.50
1/4 Page	\$1,069.50	\$1,019.50	\$959.50
1/8 Page	\$689.50	\$659.50	\$619.50

Black-and-White Rates	1x	2x	3x
Full Page	\$1,979.50	\$1,879.50	\$1,779.50
1/2 Page	\$1,289.50	\$1,229.50	\$1,159.50
1/3 Page	\$949.50	\$899.50	\$849.50
1/4 Page	\$729.50	\$689.50	\$659.50
1/8 Page	\$459.50	\$439.50	\$409.50

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.

### Member Listing Enhancement

#### Annual Member Directory & Resource Guide



Draw attention to your business by adding your full color company logo and/or the COR certified logo to your listing in Annual Member Directory & Resource Guide. Your logo will increase awareness of your brand and make your listing stand out.



Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC 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, LLC 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).

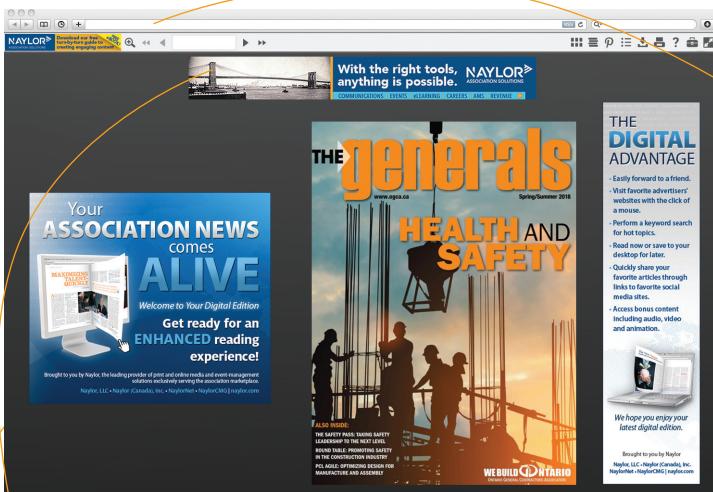
## EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

- 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 email and each new issue is posted on OGCA's website. A full archive of past issues is available, ensuring longevity for your online presence.

In addition to print, *The Generals* 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.



### THE GENERALS DIGITAL EDITION



#### Leaderboard with Toolbar | \$1,525

Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

#### Toolbar | Free with Leaderboard

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

#### Skyscraper | Free with Sponsorship

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

For the latest online specs, please visit:  
<http://www.naylor.com/digitalmagspecs>

#### Sponsorship with Skyscraper | \$1,725

Your message will be prominently displayed directly across from the cover of the magazine.

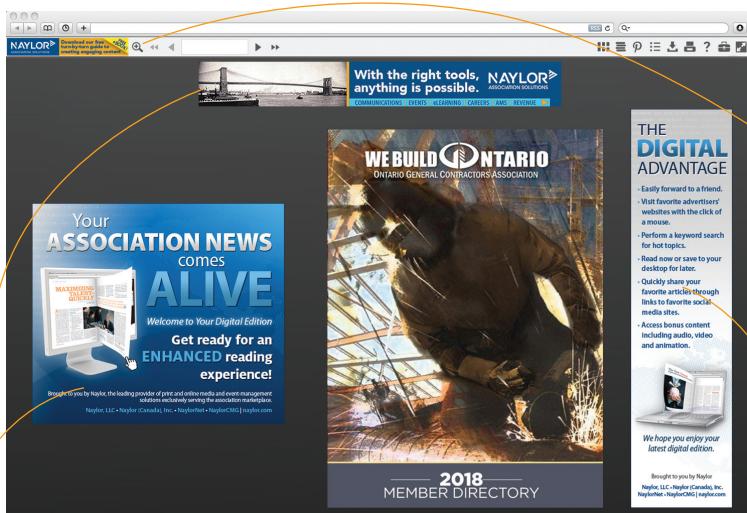
## EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE UNIQUE BENEFITS OF DIGITAL MEDIA

- 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 the digital edition via email and each new digital edition is posted OGCA's website. A full archive of past issues is available, ensuring longevity for your online presence.

In addition to print, the Annual Membership Directory & Resource Guide 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.



### ANNUAL MEMBERSHIP DIRECTORY & RESOURCE GUIDE DIGITAL EDITION



#### Toolbar | Free with Leaderboard

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

#### Skyscraper | Free with Sponsorship

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

#### Leaderboard with Toolbar | \$1,525

Your message will be prominently displayed above the magazine and is displayed the entire time the digital edition is open.

#### Sponsorship with Skyscraper | \$1,725

Your message will be prominently displayed directly across from the cover of the magazine.

For the latest online specs, please visit:  
<http://www.naylor.com/digitalmagspecs>

# THE GENERALS MAGAZINE

## ANNUAL MEMBERSHIP DIRECTORY & RESOURCE GUIDE

### INDEX OF ADVERTISERS CATEGORIES (PAGE 1 OF 2)

Our publication features 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.*

- Accountants
- Aerial Survey
- Aggregates
- Airlines
- Aluminum
- Architects
- Asphalt & Asphalt Products
- Asphalt Paving & Maintenance
- Attorneys
- Auction Services
- Banquet & Conference Facilities
- Barristers & Solicitors
- Benefits
- Blasting
- Bonding
- Bonds
- Boom Repair
- Building Materials
- Building Wiring Consultation
- Buried Pipe & Cable Locators
- Catch Basins
- Certified Public Accountants
- Civil Engineering Products
- Cleaning Concrete, Sealing & Floor
- Commercial Vehicle Equipment
- Community Colleges
- Concrete Products
- Concrete Sawing & Drilling
- Construction & Trades Councils
- Construction Castings
- Construction Clean-Up Rough & Final
- Construction Engineers
- Construction Equipment
- Construction Labour Relations
- Construction Management
- Construction Publications
- Construction Publications
- Construction Safety Programs
- Construction Specialties
- Construction Support Services
- Corrosion Control
- Cranes & Hoists
- Credit Unions
- Crushed Stone
- Customized Vehicles
- Demolition
- Design & Consulting Engineers
- Design Build
- Dewatering
- Doors
- Drainage Systems
- Drug & Alcohol TestingCategory
- Dump Trucks
- Electrical Contractors
- Elevator Sales & Service
- Employment Agencies
- Environmental Consultants
- Environmental Services
- Equipment
- Equipment Rentals
- Erosion Control
- Excavating Equipment
- Fasteners
- Fencing
- Fire & Sprinkler Systems
- Floor Care
- Forklifts
- Fuel Suppliers
- General Contractors
- Granite
- Guardrails
- Gunite
- Hazardous Waste Removal
- Heavy Equipment & Trailer Suppliers
- Heavy Hauling
- Insulating Contractor
- Insurance
- Interior Finishing
- Investment Funds
- Iron Works
- Job Safety Programs
- Kitchen Cabinets
- Labour Group
- Landscape Contractors
- Landscaping
- Lubricants
- Management Consultants
- Material Handling Specialists
- Mechanical Contractors
- Metal Fabrication & Erection
- Lubricants
- Management Consultants
- Material Handling Specialists
- Mechanical Contractors
- Metal Fabrication & Erection
- Metalworking
- Mobile Offices
- Natural Gas
- New Equipment Sales
- Oils

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: \_\_\_\_\_

# THE GENERALS MAGAZINE

## ANNUAL MEMBERSHIP DIRECTORY & RESOURCE GUIDE

### INDEX OF ADVERTISERS CATEGORIES (CONTINUED)

Our publication features 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.*

- Pavement Marketing Specialists
- Petroleum Equipment
- Pipe Supply
- Plumbing Contractors 1
- Political Parties
- Portable Restrooms
- Ports/Shipping
- Power Tool Repair
- Precast Concrete Products
- Pressure Wash Systems
- Propane
- Property Managers/Developers
- Protective Coatings
- Public Utilities
- Railings
- Railway Systems
- Refrigeration
- Reinforcing Steel & Accessories
- Rental Equipment
- Roofing Contractors
- Safety Consultants
- Safety Footwear
- Sand and Gravel
- Scaffolding
- Septic Tanks
- Site Work/Excavation
- Staffing Services
- Steel Products
- Stone/Masonry
- Storage Containers
- Structural Steel
- Submersible Pumps
- Swimming Pools
- Tank Removal & Testing
- Tanks - Underground
- Temporary Heating & Air Conditioning
- Tile & Marble
- Tile Sales & Service
- Tool Service
- Training & Development
- Training Centres
- Truck Caps And Covers
- Trucking/Hauling
- Unions
- Upholstery
- Used Equipment Sales
- Utilities Providers
- Welding Supplies
- Window Treatments
- Window Washing
- Work Clothing
- Other: \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

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: \_\_\_\_\_

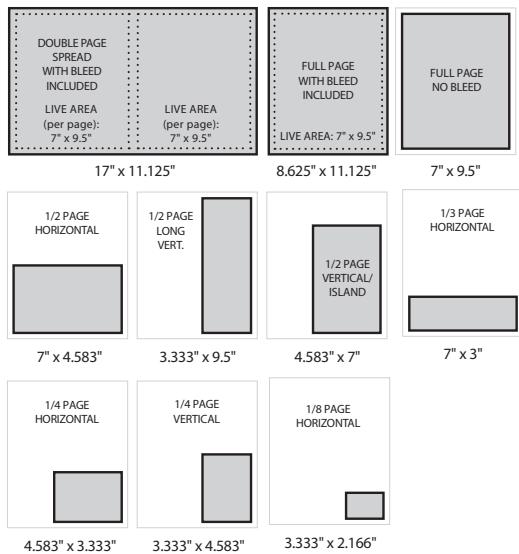
# 2018 EDITORIAL CALENDAR

ISSUE	THEME & EDITORIAL	SPACE RESERVATION	SHIPPING DATE
	<p><b>WSIB and Occupational Health &amp; Safety</b></p> <p><b>Recurring Articles</b></p> <ul style="list-style-type: none"> <li>• Chairman's &amp; President's Message</li> <li>• Government Relations Report</li> <li>• HR Corner: Marijuana Legalization – Sherrard Kuzz</li> <li>• Law Corner: Marijuana Legalization – Fit for Duty Policy – Norm Keith – Fasken Martineau</li> <li>• Insurance Corner: Marijuana Legalization – How it affects Insurance – Arthur J. Gallagher (consulting)</li> </ul>		
<b>Spring/Summer</b>	<p><b>Features</b></p> <ul style="list-style-type: none"> <li>• Feature on New Chairman, Paul Raboud</li> <li>• Safety Pass – Dan Fleming</li> <li>• Round Table: Board of Directors discuss where they see the future, health and safety</li> <li>• League of Champions</li> <li>• TREAD – Soils – what's new, law, technology</li> <li>• Project – Horizon Cinespace Property</li> <li>• Milestones in business</li> <li>• Maaten - Industrial Chemical Plants (75th anniversary)</li> <li>• Ball Construction - (95th anniversary)</li> </ul>	1/23/2018	3/7/2018
<b>Fall/Winter</b>	<p><b>Evolution of OGCA -- Moving Forward</b></p> <p><b>Recurring Articles</b></p> <ul style="list-style-type: none"> <li>• Chairman's &amp; President's Message</li> <li>• Incoming Chairman's Message</li> <li>• Government Relations Report: regular and new government, new ministers</li> <li>• HR Corner: How to recruit and hire more women in the industry?</li> <li>• Law Corner: Safety</li> <li>• Insurance Corner: New subtrade program</li> </ul> <p><b>Features</b></p> <ul style="list-style-type: none"> <li>• Innovative Technology Feature – Website: Centre of knowledge</li> <li>• Round Table: Evolution of Women in the Industry, CCA President</li> <li>• Member Infographic</li> <li>• Safety Week 2018 Photo Spread</li> <li>• 2019 Builder Awards Feature</li> </ul>	7/19/2018	9/6/2018

# PRINT ADVERTISING SPECIFICATIONS

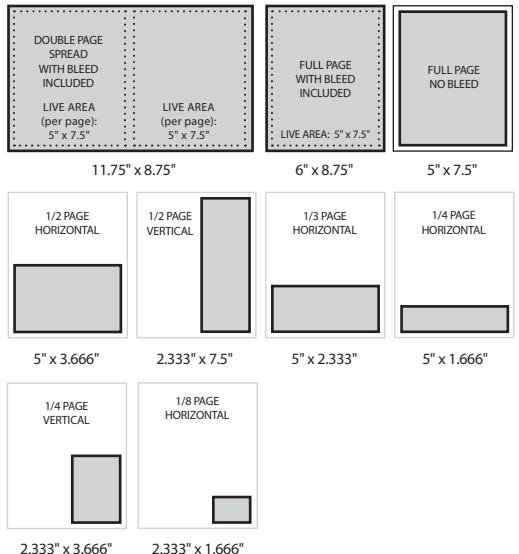
## THE GENERALS MAGAZINE

**Magazine Trim Size: 8.375" x 10.875"**



## ANNUAL MEMBER DIRECTORY & RESOURCE GUIDE

**Roster Trim Size: 5.75" x 8.5"**



Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC 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, LLC 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).

**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.

### Artwork Requirements

All digital color 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 color 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 color 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 website at [www.naylor.com](http://www.naylor.com)

### Proofs and Revisions

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.

### Specs for Outsert

#### The Generals Magazine

1 page / 2 Surface: 8.375" x 10.875"  
2 Pg / 4 Surface: 8.375" x 10.875"  
Postcards: 6" x 4.25"

#### Annual Member Directory and Resource Guide

1 Pg / 2 Surface 5.75" x 8.5"  
3 Pg / 6 Surface 5.75" x 8.5"  
Postcards 6" x 4.25"

### Digital Edition

For more information, visit:  
<http://www.naylor.com/digitalmagspecs>

# OGCA.CA WEBSITE

Advertising on the Ontario General Contractors Association Website – ogca.ca

Advertising on the Ontario General Contractors Association website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to [ogca.ca](http://ogca.ca) to learn about upcoming association events, discover ways to maximize their OGCA membership, and view the latest issues of *The Generals* digital edition. Advertising on [ogca.ca](http://ogca.ca) offers several cost-effective opportunities to position your company as a leader in front of an influential group of contractor professionals.

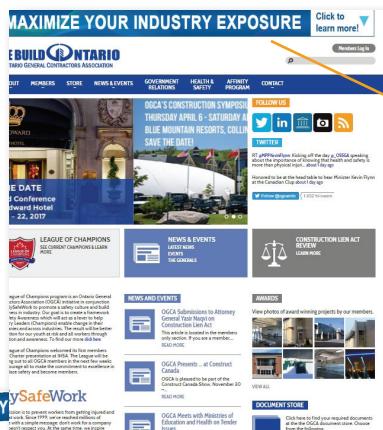
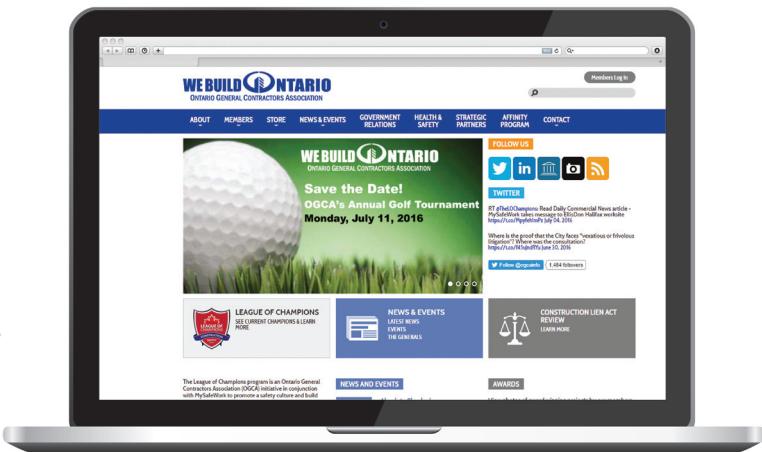
## Features of OGCA website advertising:

- Cross-promoted in other OGCA 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, ogca.ca receives:

- Over 3,120 unique visitors per month
- Average of 12,638 page views per month
- Sessions lasting more than 2.30 minutes

\*Traffic numbers from 03/17-09/17



**Curtain Ad | \$4,200 (12 months)**

Located on homepage and all sub-pages. This is an exclusive position. Your ad will be showcased at the top of the website and when clicked on will expand for more content. Two files required, collapsed leaderboard and expanded billboard image. Leaderboard: 954 x 75 pixels; Billboard: 954 x 300 pixels.



Vertical Banner | \$2,650 (12 months)

Two ads will appear on each sub-page of OGCA.ca. Only two sub-page advertisers will rotate throughout each position every time the user clicks on a new page.

## Micro Banner | \$1,050 (12 months)

Six ads will appear at the bottom of OGCA's homepage and sub-pages, rotating only two advertisers per banner.

Online Specifications - For more information, visit:  
**<http://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.

## ABOUT OGCA NEWS ENEWSLETTER - [WWW.NAYLORNETWORK.COM/OGA-NWL](http://WWW.NAYLORNETWORK.COM/OGA-NWL)

Now more than ever, professionals consume information on the go. OGCA News 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 1,100 decision-makers on a regular basis
- In addition to 1,100 members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other OGCA 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

### On average, OGCA News receives:

- 1,212 total opens per issue
- 340 unique opens per issue

\*Traffic numbers from 05/17-09/17



### Sponsored Content

**3 Months | \$940    1 Month | \$330**

- Only two spots available – NO ROTATION
- Naylor will create the ad.
- Client supplies 3-5 words for the header and 30-50 words for the summary text.
- Client supplies thumbnail image at 180 x 150 pixels
- JPEG Only

### Rectangle Banner

**12 Months | \$2,485    6 Months | \$1,370    3 Months | \$755**

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

### Distributed on twice per month/ 24 issues

### Sections include

- National and member news
- Legislation and legal updates
- Upcoming Events
- Education

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