



WE BUILD ONTARIO

ONTARIO GENERAL CONTRACTORS ASSOCIATION

GAIN ACCESS TO 2 OUT OF 3 GENERAL CONTRACTORS IN ONTARIO!

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



WE BUILD NTARIO

ONTARIO GENERAL CONTRACTORS ASSOCIATION

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 **2 out of 3** of Ontario's Industrial, Commercial and Institutional projects and **100%** of all Alternative Finance Projects.

OGCA MEMBERS

Our members include:
general contracting companies, architectural practices, construction buyers and government industries

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

2,300 +

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
1/6 Page	\$769.50	\$729.50	\$689.50
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
1/6 Page	\$559.50	\$529.50	\$499.50
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



Toolbar | Free with Leaderboard

Your company name is displayed on the toolbar, found in the top-right 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

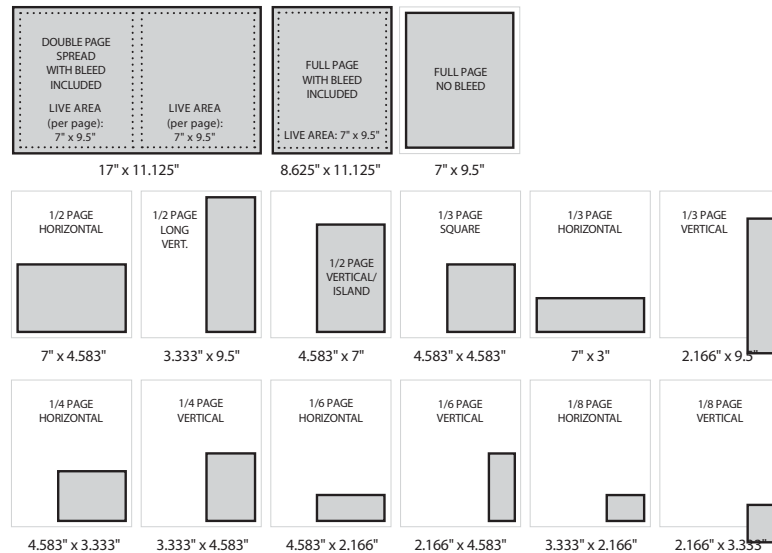
Your message will be prominently displayed directly across from the cover of the magazine.

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

PRINT ADVERTISING SPECIFICATIONS

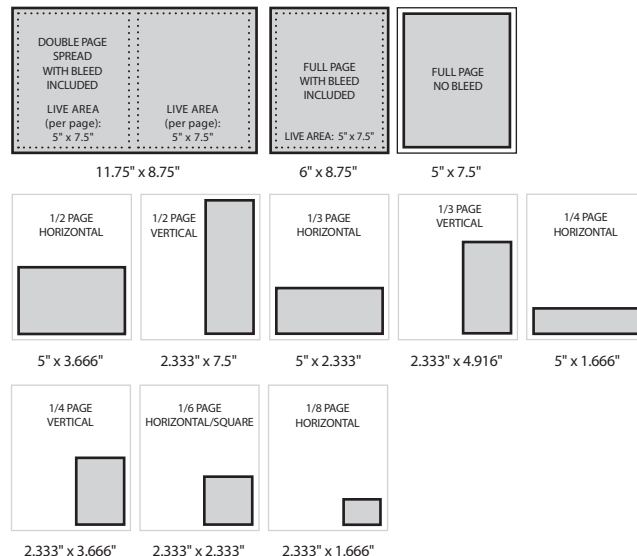
THE GENERALS MAGAZINE

Magazine Trim Size: 8.375" x 10.875"



ANNUAL MEMBER DIRECTORY & RESOURCE GUIDE

Roster Trim Size: 5.75" x 8.5"



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

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>

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).

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 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** 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 three advertisers per banner.

Online Specifications - For more information, visit:
<http://www.naylor.com/onlinespecs>

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ABOUT **OGCA NEWS** ENEWSLETTER - 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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