

Ear to the ground

MEDIA KIT



Get your message out to more than 90% of Ontario's damage prevention industry!

Ear to the Ground bi-annual magazine

FOR MORE INFORMATION, PLEASE CONTACT:

Angela Caroyannis
Project Manager
Naylor Association Solutions
(800) 665-2456 ext.3625
acaroyannis@naylor.com

www.orcga.com

Ontario Regional
ORCGA
Common Ground Alliance

NAYLOR 
ASSOCIATION SOLUTIONS

Ear to the ground

ONTARIO REGIONAL COMMON GROUND ALLIANCE



ORCGA has over 500 members who represent the majority of the underground infrastructure damage prevention industry in Ontario.



The damage prevention industry in Ontario spends more than \$10 million annually on products and services.



The ORCGA represents over 90% of Ontario's damage prevention industry.



Ear to the Ground
bi-annual magazine
Print Edition



Ear to the Ground
Digital Edition
naylornetwork.com/rgc-nxt

Reach Your Audience

Our members represent 9 out of 10 of the companies working in Ontario's damage prevention industry. In addition to our over 500 members, the following contacts receive our magazine:

- All telecommunication companies
- All 444 Municipalities in Ontario
- All 88 Electrical Distribution Companies in Ontario
- Construction and Safety Organizations
- ORCGA committee members
- Copies available at various industry events throughout the year.

Connect your business to the key purchasers for Ontario's damage prevention industry!

Contact your Naylor account executive today!

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-Colour Rates | 1x | 2x |
|-----------------------------------|------------|------------|
| Double Page Spread | \$4,099.50 | \$3,889.50 |
| Outside Back Cover | \$3,219.50 | \$3,009.50 |
| Inside Front or Inside Back Cover | \$3,009.50 | \$2,889.50 |
| Full Page | \$2,459.50 | \$2,339.50 |
| 1/2 Page | \$1,559.50 | \$1,479.50 |
| 1/3 Page | \$1,179.50 | \$1,119.50 |
| 1/4 Page | \$909.50 | \$859.50 |
| 1/8 Page | \$549.50 | \$519.50 |
| Black-and-White Rates | 1x | 2x |
| Full Page | \$1,789.50 | \$1,699.50 |
| 1/2 Page | \$1,139.50 | \$1,079.50 |
| 1/3 Page | \$859.50 | \$819.50 |
| 1/4 Page | \$659.50 | \$629.50 |
| 1/8 Page | \$399.50 | \$379.50 |

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.

Digital Edition Branding Opportunities

Sponsorship | \$575

Skyscraper | \$Free with purchase of Sponsorship

Toolbar | \$275

Belly Band | \$575

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



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).

(Rates as of Sept. 2016)

Digital Edition - www.naylor.com/rgc-nxt

In addition to print, *Ear to the Ground* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *Each issue is emailed to readers as well as posted on the ORCGA's website. An archive of issues is available, securing your ad a lasting online presence.*

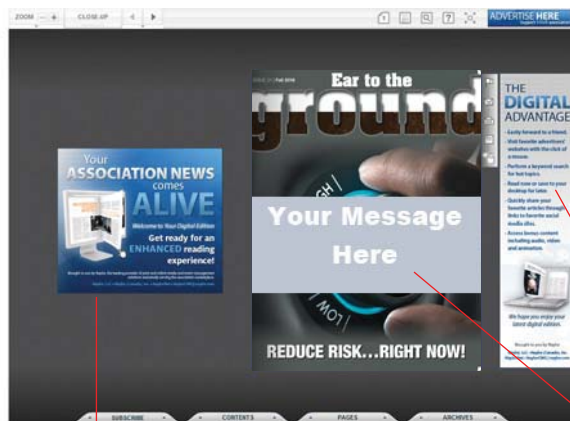
Readers can:

- Bookmark pages and insert notes
- Keyword search the entire magazine
- Navigate and magnify pages with one click
- Share articles on news and social networking sites
- View issues instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access
- Read the issue online or download and print for later

Extend your advertising investment with digital media:

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

Ad Positions



Digital Sponsorship (550 x 480 pixels) | \$575

Your message will be prominently displayed directly across from the cover of the magazine. Animation and video capabilities are available.

Ad Link | Included in display ad rates

Ad Links increase traffic from your ad in the digital edition to your company's website or a corporate email address. Additional fees apply where noted.

Digital Toolbar (250 x 50 pixels) | \$275

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons. When viewers click the button, a box containing text about your company and a link to your website appears.

Digital Skyscraper (200 x 783 pixels) | Free with purchase of Sponsorship

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

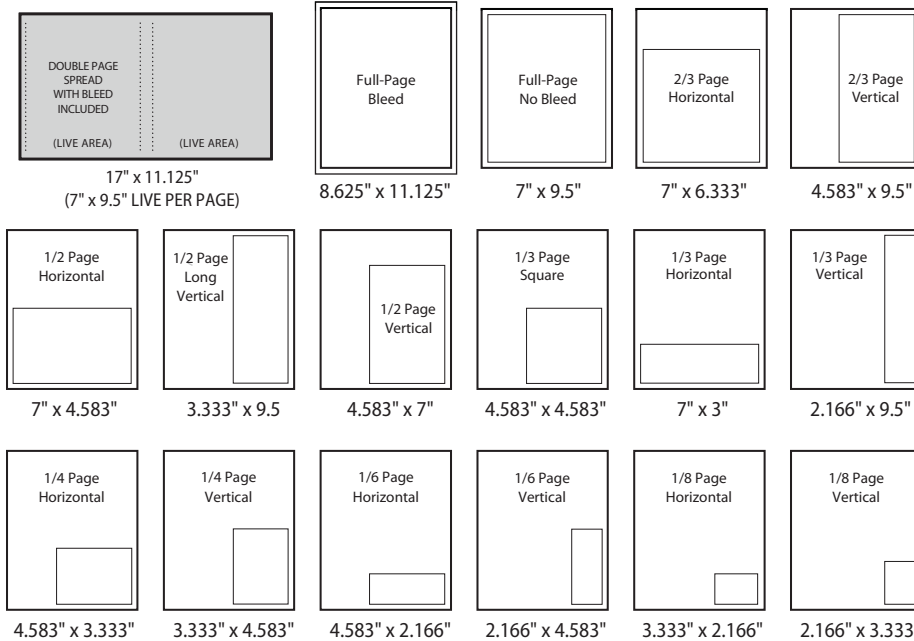
Digital Edition Belly Band (603 x 324 pixels) | \$575

Your company will be featured as a digital belly band that wraps around the front and back of the digital edition. This prominent location will give your company tremendous exposure to our members.

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

Print Advertising Specifications

Magazine Trim Size: 8.375" x 10.875"



Artwork Requirements

All digital color and grayscale 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 grayscale 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/Inserts

- | | |
|-----------------------------------|--|
| 1 Pg / 1 Surface 8.375" x 10.875" | Postcards 6" x 4.25" |
| 1 Pg / 2 Surface 8.375" x 10.875" | Heavy Card Stock Insert 8.25" x 10.75" |
| 2 Pg / 4 Surface 8.375" x 10.875" | Postal flyersheets 8.5" x 11" |

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"

Digital Edition - For more information, visit: www.naylor.com/onlinespecs

Past Advertisers

Our communication program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the Ontario Regional Common Ground Alliance and strongly encourage our members to do business with vendors that support our association.

A. Miron Topsoil Ltd.
ACI Survey Consultants Inc.
Avertex Utility Solutions Inc.
Badger Daylighting, LP
Bailey Environmental Division of DSI
Beacon Utility Contractors Ltd.
Bob Robinson & Son Construction
Cable Master Inc.
Canadian Cutting & Coring
Canadian Locators Inc.
CT Environmental Ltd.
Cubex Ltd.
Danatec Education Services
D'Orazio Infrastructure Group
Down Under Pipe & Cable Locating
Drain-All Ltd.
Enbridge Gas Distribution
Fer-Pal Construction
Frontier Utility Locating Services
G-Tel Engineering
Halltech Environmental Inc.
Hood Excavac Services Inc.
Hydro One Networks
Imperial Oil
Intact
Jacques Bédard Excavation Ltd.
Joe Johnson Equipment Inc.
Kawartha Utility Services
K.G. Reid Trenching & Construction Ltd.
Kent Locating Service
Landscape Ontario Horticultural Trades Association

Metric Contracting Services Corporation
Multi-Construction Services (MCS Construction)
NOVA Chemicals (Canada) Ltd.
NOVA Chemicals (Mktg Communications)
Olameter Inc.
Ontario Excavac
Ontario General Contractors Association
Ontario One Call Ltd.
PGC Services
Pinpoint Locates
Planview Utility Services Ltd.
Pro-Tech Communications
Promark-Telecon Inc.
Radiodetection (Canada) Ltd.
Rustoleum Industrial Brands
Roma Fence Ltd.
SafeBore Inc.
Spring Grove Hydro Excavation
Sub-terrain Directional drilling
Super Sucker Hydro Vac Service Inc.
T2 Utility Engineers
Teldig Systems Inc.
Telecon Design
Terra Discovery Ltd.
Trenchless Utility Equipment
Utility Contractors Association
Vac-Con Inc.
Vivax Canada
Weber Contracting #7 Ltd.
Weinmann Electric Ltd.
Wiens Underground Electric