

MEDIA KIT



Reach the top contractors
in Northwestern Ontario!
Construction Northwest Magazine



FOR MORE INFORMATION, PLEASE CONTACT:

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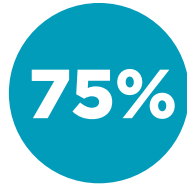
NAYLOR 
EVENT SOLUTIONS



CONSTRUCTION ASSOCIATION OF THUNDER BAY



Established in 1949, the Construction Association of Thunder Bay (CATB) has serviced the construction industry in Northwestern Ontario for over half a century.



Our members represent **3 out of 4** of the construction companies in the region, with a specific focus on the ICI (industrial/commercial/institutional) sector of the industry.



Our online and print publication is distributed to **over 1,200** members, including general contractors, trade contractors, building designers and more.



Construction Northwest Magazine
Print Edition



Construction Northwest Magazine
Digital Edition
naylornetwork.com/tbc-nxt/

CATB MEMBER FACTS

Construction is the 2nd largest industry in Ontario and CATB members encompass all sectors ranging from industrial and commercial to institutional and residential building.

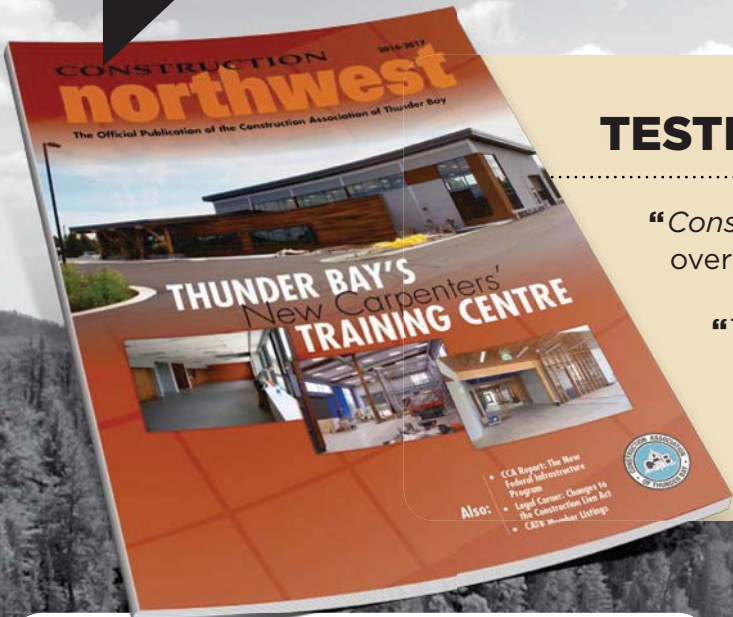
- ◆ Over the past year, total capital expenditures for **non-residential construction** in Ontario were approximately **\$4.88 billion**.
- ◆ CATB members **spend an estimated \$250 million** on products and services annually

Reach Northwestern Ontario's \$4.88 billion construction industry! Contact your Naylor representative today.

Sources: Recent readership survey, CATB, Canada Statistics

What our members think about

Construction Northwest*



TESTIMONIALS



“Construction Northwest is distributed all over the region and it provides great exposure”

“The tender listings, access to drawings and closing information is very useful (in Construction Northwest). Being listed as a member helps with our credibility”

BY THE NUMBERS



Nearly **3 out of 4** of those surveyed value the magazine as a part of their CATB membership.

Nearly **60%** of our members are reading *Construction Northwest* for 15 minutes or longer.



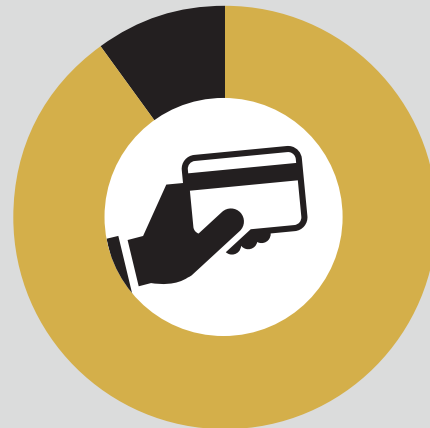
78% of respondents said *Construction Northwest* helps to inform them about the current industry.

Over 90% of respondents said they enjoy reading the content in *Construction Northwest* magazine.



1 in 4 surveyed anticipate their products and services spending to be between **\$1-4.9 million** over the next 12 months.

OUR MEMBERS



Nearly 90% of our respondents said they are responsible for recommending or approving the purchase of products and services for their company!

*Information gathered from a November 2016 Readership Survey

NAYLOR 
ASSOCIATION SOLUTIONS



Construction Northwest

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

Double Page Spread	\$3,039.50
Outside Back Cover	\$2,409.50
Inside Front or Inside Back Cover	\$2,199.50
Full Page	\$1,999.50
1/2 Page	\$1,569.50
1/4 Page	\$899.50
1/6 Page	\$709.50
1/8 Page	\$539.50

Black and White

Rates

Full Page	\$1,849.50
1/2 Page	\$1,169.50
1/4 Page	\$689.50
1/6 Page	\$509.50
1/8 Page	\$409.50

*Members receive a 10% discount on net rates

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 | \$500.00

Skyscraper | \$750.00

Digital Belly Band with Toolbar | \$575.00

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

Special Advertising Section:

Products and Services Marketplace



Use our Products and Services Marketplace to convey your marketing message directly to members of the CATB. Participation in this special section ensures direct exposure to the leaders in the construction industry.

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 May 9, 2017)

Construction Northwest

Digital Edition

In addition to print, *Construction Northwest* 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 CATB's website. An archive of issues is available, securing your ad a lasting online presence.*

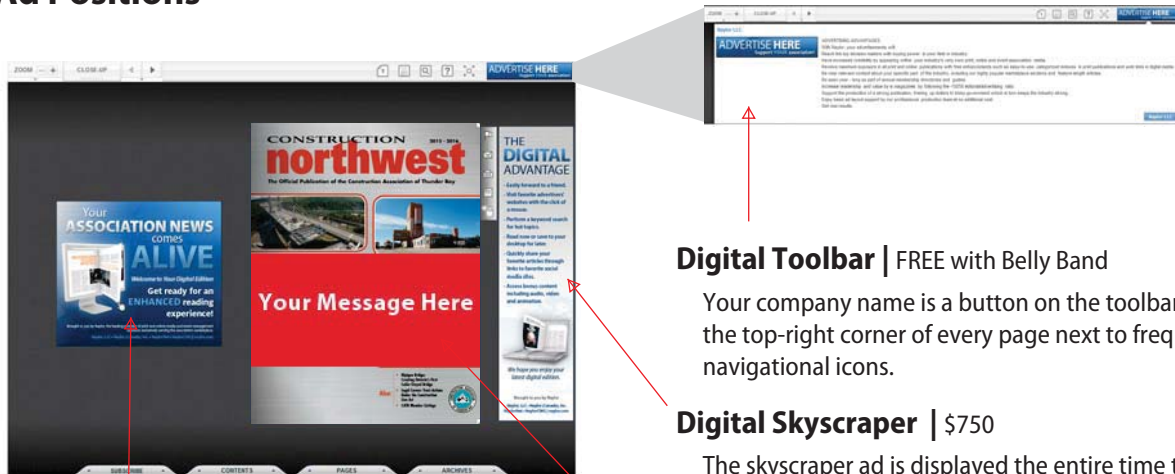
Readers can:

- **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**
- **Read the issue online or download and print for later**
- **View issues instantly from most smartphones and tablets**
- **View archives and find a list of articles for one-click access**

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 | \$500.00

Your message will be prominently displayed directly across from the cover of the magazine. Animation 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 | FREE with Belly Band

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons.

Digital Skyscraper | \$750

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

Digital Edition Belly Band | \$575

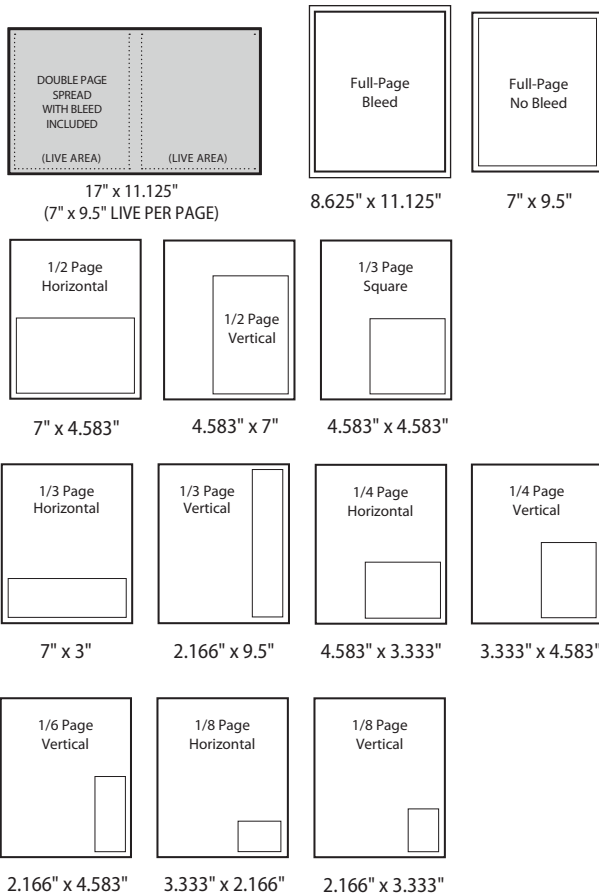
Includes the Digital Toolbar position. Your company will be featured as a digital belly band that wraps around the front and back of the digital edition. This prominent location will give your company tremendous exposure to our members.

Online Specifications - For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

Construction Northwest

Print Advertising Specifications

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"

Specs for Outsert/Inserts

Magazine

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

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.

Online Specifications

For more information, visit: www.naylor.com/clientSupport-onlineGuidelines.asp

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).

Construction Northwest

Past Advertisers

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the Construction Association of Thunder Bay 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 CATB.

A-1 Sewage Services (1989) Ltd.

A-Z Rentals

Affleck Greene McMurtry, LLP

AON Reed Stenhouse

Aqua-Tech Dewatering Company

Atlas Dewatering Corporation

Aurora Construction

Barino Construction Ltd.

Biloski Bros Sand & Gravel

Boyer Truck Sales

Brock White Canada Company

Brokerlink Philpot & Delgaty Ltd.

Carpenters & Joiners

Carrel + Partners, LLP

Coastal Steel Construction Ltd.

Comairco

Comfort Inn

Custom Hydraulics Ltd.

D.R.D Construction Service

Digital Engineering, Inc.

Dusk to Dawn Interior Decorating

Dynamic Painting

Echo Rental & Supply

EKT 90, Inc.

Equipment World, Inc.

Fisher Wavy Ready Mix

Forest Inn and Conference Centre

Form Architecture

G. Prezio Electric

G.C. Rentals & Enterprises Ltd.

Gal Power Systems Ltd.

Gentek Building Products Ltd.

Gillons' Insurance Brokers Ltd.

Grandeur Housing Ltd.

Green Tree Electric

Guillevin International, Inc.

Hacio Law

Hatch Mott MacDonald Ltd.

Hugh Munro Construction

Iron Workers International Local 759

Jones & Associates Insurance

Kam Industrial Supply Ltd.

KGS Group

L.Pradal and Sons

Lafarge Canada, Inc.

Lafarge North America (Ready Mix)

Lakehead Communications & Electronics

LCPS Chartered Accountants

Liuna, Local 607

Man-Shield (NWO) Construction, Inc.

Midwest Engineering Ltd.

Nor-Shore Ready Mix

North-West Electric

Northstar Training Center

Northwestern Ontario Building & Construction Trades Council

Perhol Construction Ltd.

Peter Stetsko

Philpot & Delgaty Ltd.

Pierce Florcraft Ltd.

Pioneer Construction, Inc.

Safety Net Security

Signal Resources Ltd.

Sling Choker

Smith and Associates Insurance

Standard Insurance

TBT Engineering Limited

TD Canada Trust

Teleco Landline

Thunder Bay Indian Friendship Centre

Thunder Bay Telephone

Tom Jones Corporation

Tower Light Crane Rentals

Turnkey Construction, Inc.

United Rentals

Unitized Manufacturing Ltd.

Vector Construction Ltd.

Venasky-Pouru Electric Ltd.

Venshore Mechanical Ltd.

Vipond Fire Protection

Wanson Lumber Co. (1957) Ltd.

Westburne Supply (Midwest)

White Otter Inn

Whitehall Contractors

Wolseley Canada, Inc.

WSP Group

Construction Northwest

Index of Advertisers Categories

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.*

- | | |
|--|--|
| <input type="checkbox"/> Accountants | <input type="checkbox"/> Corrosion Control |
| <input type="checkbox"/> Aerial Surveys | <input type="checkbox"/> Craft Council |
| <input type="checkbox"/> Aggregates | <input type="checkbox"/> Cranes & Hoists |
| <input type="checkbox"/> Airlines | <input type="checkbox"/> Credit Unions |
| <input type="checkbox"/> Aluminum | <input type="checkbox"/> Crushed Stone |
| <input type="checkbox"/> Architects | <input type="checkbox"/> Customized Vehicles |
| <input type="checkbox"/> Asphalt & Asphalt Products | <input type="checkbox"/> Demolition |
| <input type="checkbox"/> Asphalt Paving & Maintenance | <input type="checkbox"/> Design & Consulting Engineers |
| <input type="checkbox"/> Attorneys | <input type="checkbox"/> Design Build |
| <input type="checkbox"/> Auction Services | <input type="checkbox"/> Dewatering |
| <input type="checkbox"/> Banquet & Conference Facilities | <input type="checkbox"/> Doors |
| <input type="checkbox"/> Barristers & Solicitors | <input type="checkbox"/> Drainage Systems |
| <input type="checkbox"/> Benefits | <input type="checkbox"/> Drug & Alcohol Testing |
| <input type="checkbox"/> Blasting | <input type="checkbox"/> Dump Trucks |
| <input type="checkbox"/> Bonding | <input type="checkbox"/> Electrical Contractors |
| <input type="checkbox"/> Bonds | <input type="checkbox"/> Elevator Sales & Service |
| <input type="checkbox"/> Boom Repair | <input type="checkbox"/> Employment Agencies |
| <input type="checkbox"/> Building Materials | <input type="checkbox"/> Environmental Consultants |
| <input type="checkbox"/> Building Wiring Consultation | <input type="checkbox"/> Environmental Services |
| <input type="checkbox"/> Buried Pipe & Cable Locators | <input type="checkbox"/> Equipment |
| <input type="checkbox"/> Catch Basins | <input type="checkbox"/> Equipment Rentals |
| <input type="checkbox"/> Certified Public Accountants | <input type="checkbox"/> Erosion Control |
| <input type="checkbox"/> Civil Engineering Products | <input type="checkbox"/> Excavating Equipment |
| <input type="checkbox"/> Cleaning Concrete, Sealing & Floor | <input type="checkbox"/> Fasteners |
| <input type="checkbox"/> Commercial Vehicle Equipment | <input type="checkbox"/> Fencing |
| <input type="checkbox"/> Community Colleges | <input type="checkbox"/> Fire & Sprinkler Systems |
| <input type="checkbox"/> Concrete Products | <input type="checkbox"/> Floor Care |
| <input type="checkbox"/> Concrete Sawing & Drilling | <input type="checkbox"/> Forklifts |
| <input type="checkbox"/> Construction & Trades Councils | <input type="checkbox"/> Fuel Suppliers |
| <input type="checkbox"/> Construction Castings | <input type="checkbox"/> General Contractors |
| <input type="checkbox"/> Construction Clean-Up Rough & Final | <input type="checkbox"/> Granite |
| <input type="checkbox"/> Construction Engineers | <input type="checkbox"/> Guardrails |
| <input type="checkbox"/> Construction Equipment | <input type="checkbox"/> Gunite |
| <input type="checkbox"/> Construction Labor Relations | <input type="checkbox"/> Hazardous Waste Removal |
| <input type="checkbox"/> Construction Management | <input type="checkbox"/> Heavy Equipment & Trailer Suppliers |
| <input type="checkbox"/> Construction Publications | <input type="checkbox"/> Heavy Hauling |
| <input type="checkbox"/> Construction Safety Programs | <input type="checkbox"/> Highway Engineering |
| <input type="checkbox"/> Construction Specialties | <input type="checkbox"/> Hotels/Motels |
| <input type="checkbox"/> Construction Support Services | <input type="checkbox"/> Insulating Contractor |

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: _____

Construction Northwest

Categories (continued)

- Insurance
- Interior Finishing
- Investment Funds
- Iron Works
- Job Safety Programs
- Kitchen Cabinets
- Labour Groups
- Landscape Contractor
- Landscaping
- Lubricants
- Mechanical Contractors
- Metal Fabrication & Erection
- Metalworking
- Mobile Offices
- Natural Gas
- New Equipment Sales
- Oils
- Pavement Marking Specialists
- Petroleum Equipment
- Pipe Supply
- Plumbing Contractors
- 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 & 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
- Tire Sales & Service
- Tool Service
- Training & Development
- Training Centres
- Truck Caps & 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:** _____