



MEDIA KIT



Your chance to reach professionals in Canada's \$21.2 billion mechanical contracting industry

Just the Fax weekly eNewsletter

FOR MORE INFORMATION, PLEASE CONTACT:

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NAYLOR 
ASSOCIATION SOLUTIONS



THE MCAC ADVANTAGE

The **Mechanical Contractors Association of Canada** covers the full spectrum of mechanical construction in the industry: plumbing, sheet metal, refrigeration and steam fitting/pipe fitting and much more.

80%

We represent nearly **80%** of the industrial, commercial and institutional contractors within the industry.

1200+
MEMBERS

Members include:

Mechanical Contractors
Specialty Contractors
Subcontractors
Engineers
Developers
Suppliers
Service Providers

INDUSTRY OUTLOOK

Canada has a **growing \$21.2+ billion mechanical contracting industry** and is one of the largest construction sectors in the country. Breakdown per sector:

- ♦ **Plumbing:** Currently a \$11.6 billion industry and is expected to grow over the next five years at an average annual rate of 2.9%.
- ♦ **Sheet Metal:** Currently a \$3.94 billion industry.
- ♦ **HVACR (Heating and Cooling):** \$4.1 billion industry and is expected to grow over the next five years at an average annual rate of 1.9%.
- ♦ **Plastic Pipe & Parts Manufacturing:** \$1.6 billion industry.



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www.naylornetwork.com/mca-nwl/

Reach MCAC members with a collective buying power of over \$16 billion a year. Contact your Naylor account executive today.

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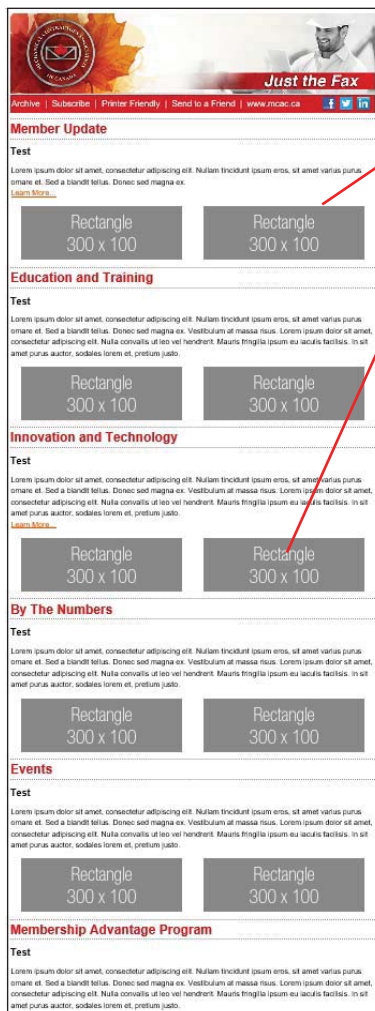
About our eNewsletter

www.naylornetwork.com/mca-nwl/

Now more than ever, professionals consume information on the go. Our *Just the Fax* eNewsletter 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 over 1,000 decision-makers on a weekly basis
- In addition to MCAC 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 MCAC 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
- Change artwork monthly at no additional cost to promote time-sensitive offers and events



Rectangle Ad (180 x 150 pixels)

12 Months | \$2,060.00

- Only 9 spots available – NO ROTATION
- Located between popular sections of the eNewsletter
- JPG only (no animation)
- Max file size 100 KB

- **MCA members receive a 10% discount**

Distributed weekly to more than 1,000 decision-makers!

Sections include

- Member Update
- Industry News
- Education and Training
- Innovation and Technology
- Events

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/onlinespecs

Averages:

- 562 total opens per issue
- 97% delivery percentage

(Traffic numbers from 05/17 - 08/17)