

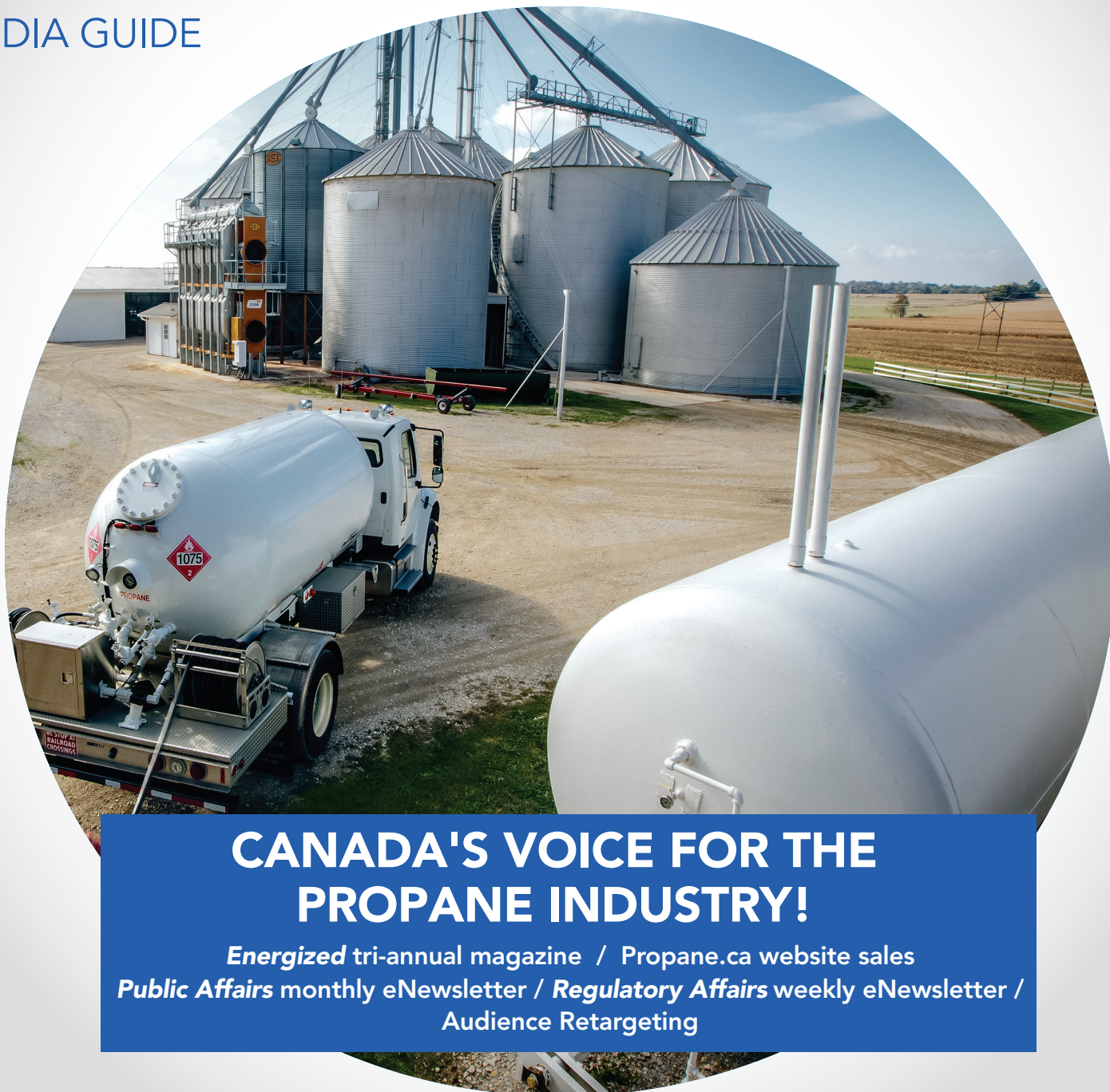


Canadian
Propane
Association

Association
canadienne
du propane

PROPANE.CA

MEDIA GUIDE



CANADA'S VOICE FOR THE PROPANE INDUSTRY!

Energized tri-annual magazine / Propane.ca website sales
Public Affairs monthly eNewsletter / *Regulatory Affairs* weekly eNewsletter /
Audience Retargeting

FOR MORE INFORMATION, PLEASE CONTACT:

Angela McDougall
Naylor Association Solutions
Project Manager
(204) 975-3625
amcdougall@naylor.com

NAYLOR 
ASSOCIATION SOLUTIONS



Canadian
Propane
Association | Association
canadienne
du propane



THE INFLUENTIAL VOICE FOR THE PROPANE INDUSTRY IN CANADA

With over 400 member companies, the Canadian Propane Association (CPA) is the national association for Canada's propane industry, representing more than 90% of those working in the field.

- The Canadian propane industry provides nearly **21,000 jobs each year**, and an annual average of \$4.4 billion worth of Canadian propane sales.
- Approximately **220,000 barrels** are produced annually in Canada and half of the supply is exported.
- Canadian production levels are expected to increase by over 20% between 2016 and 2025.

"The most reliable source of regulatory and general Propane knowledge and facts available to Canadians."

- Michel Gaulin, Maxquip Inc.

ABOUT US

Member companies of the Canadian Propane Association span an extensive supply chain from extraction to end use in every region across the country. Our members include:

- Producers
- Wholesalers
- Transporters
- Retailers
- Trainers
- Manufacturers of Appliances, Cylinders and Equipment (MACE/Service)
- Associate Industries

**CONNECT YOUR BUSINESS WITH
CANADA'S EXPANDING PROPANE
INDUSTRY! CONTACT YOUR NAYLOR
ACCOUNT EXECUTIVE TODAY!**



ENERGIZED

Tri-annual magazine
available in both print &
digital formats!



PUBLIC AFFAIRS

MONTHLY AND
**REGULATORY
AFFAIRS** WEEKLY
NEWSLETTERS
PROPANE.CA
WEBSITE SALES

**CPA AUDIENCE
RETARGETING**

ENERGIZED MAGAZINE



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
Outside Back Cover	\$2,939.50	\$2,819.50	\$2,699.50
Inside Front or Inside Back Cover	\$2,739.50	\$2,619.50	\$2,499.50
Full Page	\$2,439.50	\$2,319.50	\$2,199.50
1/2-Page Island	\$1,959.50	\$1,859.50	\$1,759.50
1/2 Page	\$1,799.50	\$1,709.50	\$1,619.50
1/4 Page	\$1,119.50	\$1,059.50	\$1,009.50
1/8 Page	\$789.50	\$749.50	\$709.50

Black-and-White Rates	1x	2x	3x
Full Page	\$1,899.50	\$1,799.50	\$1,709.50
1/2 Page	\$1,379.50	\$1,309.50	\$1,239.50
1/4 Page	\$799.50	\$759.50	\$719.50
1/8 Page	\$589.50	\$559.50	\$529.50

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

HTML5 Ad | \$1,250
Leaderboard | \$775
Rectangle | \$775
Digital Video Sponsorship | \$750

Large Insert | \$750
Medium Insert | \$500
First TOC Mobile Banners | \$350
2nd TOC Mobile Banners | \$300

For the latest online specs, please visit www.naylor.com/online specs

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 November 2018

ENERGIZED MAGAZINE DIGITAL EDITION

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

Energized is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

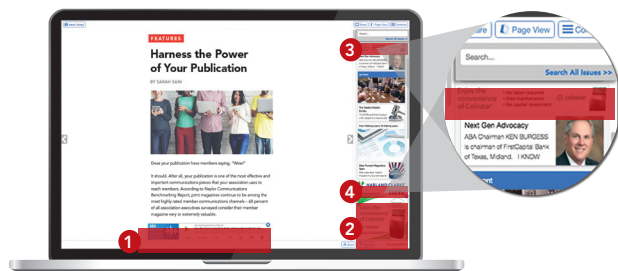
FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading.
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1- or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on "Page View" or "Reading View" in the toolbar.



Mobile & Desktop
Responsive HTML
Reading View



1 Leaderboard (all views) | \$775

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

2 Rectangle (all views) | \$775

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and the 2nd mobile banner appears after the 6th article.

3 Top TOC Mobile Banner | \$350

4 2nd TOC Mobile Banner | \$300

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

HTML5 Ad | \$1,250

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | \$750 (EXCLUSIVE)

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert

Your message appears as an image-based insert in between key articles of the digital magazine.

- Large Insert | \$750
- Medium Insert | \$500

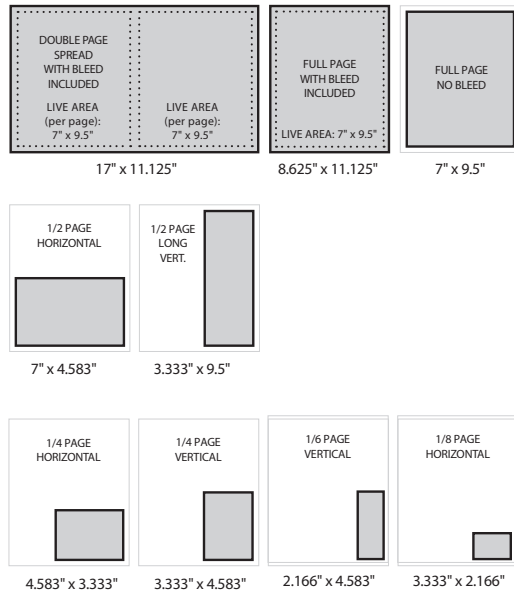
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For the latest online specs, please visit www.naylor.com/onlinespecs

PRINT ADVERTISING SPECIFICATIONS

ENERGIZED MAGAZINE

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.

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

Production Services, 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

Energized

1 Page / 2 surface: 8.375" x 10.875"

2 Page / 4 surface: 8.375" x 10.875"

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).

PROPANE.CA WEBSITE



Advertising on the Canadian Propane Association Website – propane.ca

Advertising on the Canadian Propane Association website is a great way to reach member and non-member visitors and reinforce your marketing message. Visitors log on to propane.ca to learn about upcoming association events, discover ways to maximize their CPA membership, view the latest issues of Energized digital edition, and more. Advertising on propane.ca offers several cost-effective opportunities to position your company as a leader in front of an influential group of propane industry professionals.

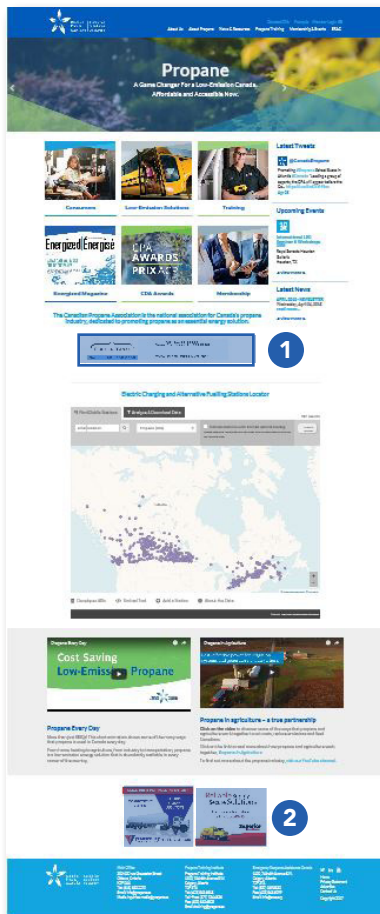
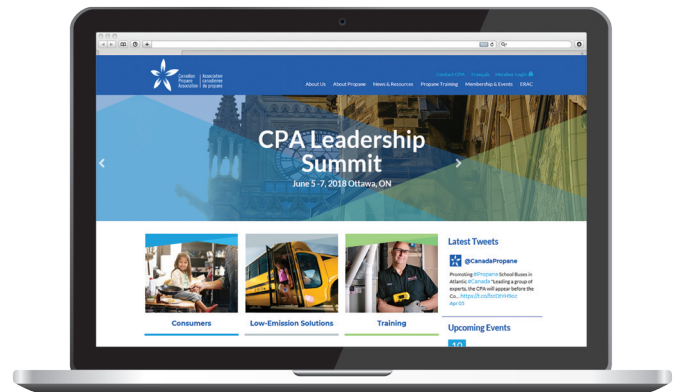
Features of CPA website advertising:

- Cross-promoted in other CPA 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*, propane.ca receives:

- Average of 9,225 new visits per month
- 17,480 page views per month

*Traffic numbers from 05/2018 - 10/2018



1 Custom Leaderboard | \$2,575 - 12 months

Run of Site (3 rotations maximum)

2 Rectangle Ads | \$1,985 - 12 months

2 positions available. Run of Site (3 rotations each)

For the latest online specs, please visit

www.naylor.com/onlinepecs

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.

PUBLIC AFFAIRS ENEWSLETTER

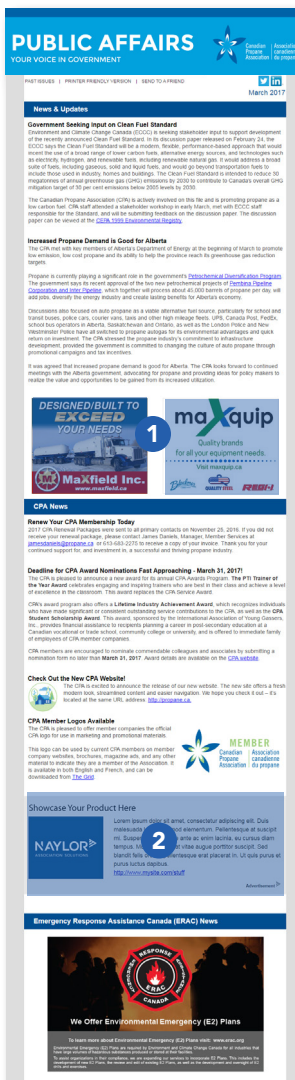
NAYLORNETWORK.COM/FUM-NWL/



Now more than ever, professionals consume information on the go. Our *Public Affairs* 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 nearly 1,000 decision-makers on a regular basis
- In addition to CPA 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 CPA 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



1 Custom Rectangle

12 Months | \$2,260

- 6 rectangle positions available.
- Located between popular sections of the eNewsletter
- 300 x 250 pixels

2 Sponsored Content

12 Months | \$2,760

- 180 x 150 thumbnail graphic. Can be logo or product image (.JPEG or .PNG file, @72 dpi, RGB), no more than a small tagline of text, no contact info included. Not to be treated as a regular banner ad.
- Headline: Advertiser supplies 3-6 words.
- Summary text: Advertiser supplies 30-50 words.
- Web Link: Advertiser supplies URL to link at bottom of text.

Distributed monthly (12 issues per year)

Sections include:

- Advocacy News
- CPA News
- Industry News
- Emergency Response Assistance Canada
- Propane Training Institute
- Affinity Partners

For the latest online specs, please visit
www.naylor.com/onlinespecs

NAYLOR
ASSOCIATION SOLUTIONS

REGULATORY AFFAIRS ENEWSLETTER

NAYLORNETWORK.COM/FUM-REGAFFAIRS/INDEX.ASP

Now more than ever, professionals consume information on the go. The *Regulatory Affairs* eNewsletter focuses on legislative issues and regulations that impact the propane industry.

Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of more than 1,000 decision-makers on a regular basis
- Frequently forwarded to others for additional exposure
- Cross-promoted in other CPA 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



1 1st Set of Rectangles

12 Months | \$3,460

- 2 rectangle positions available.
- Located between popular sections of the eNewsletter
- 300 x 250 pixels

2 2nd set of Rectangles

12 Months | \$3,200

- 2 rectangle positions available.
- Located between popular sections of the eNewsletter
- 300 x 250 pixels

3 3rd set of Rectangles

12 Months | \$2,940

- 2 rectangle positions available.
- Located between popular sections of the eNewsletter
- 300 x 250 pixels

Distributed weekly (bilingual)

Sections include

- Alerts
- Published Regulatory Matters
- CPA Committee Updates
- Events
- Affinity Partners

NAYLOR 
ASSOCIATION SOLUTIONS

For the latest online specs, please visit
www.naylor.com/online specs

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.

PAST ADVERTISERS

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with Canadian Propane Association 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 the CPA.

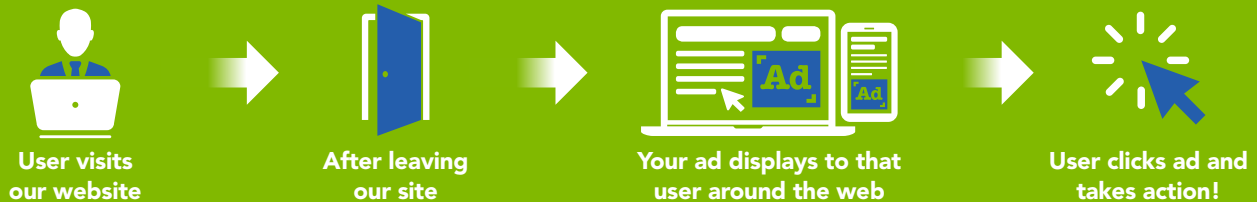
AltEng Inc.
American Standard Manufacturing
BASE Engineering Inc.
Beatty Petroleum Consulting Inc.
Bergquist
Bluewave Energy
Bulk Truck and Transport
Carling Propane Inc.
Cdn. Safety Training
Cowan Insurance Group
Datanova Software Inc.
Davis Airtech Inc.
Dependable Truck & Tank Ltd.
Ditech Testing
Diversco
Dominion Fittings Mfg. Ltd.
DyTerra Corporation
Emergency Response Assistance Canada (ERAC)
Energi of Canada Ltd.
Fischer Tanks
Hanbay
Highlands Propane Inc.
Laidlaw Carriers Tank LP
Lock America Inc.
Mach Energy Services
MaXfield Inc.
MaxQuip
National Energy Equipment Inc.

NB Transit Inc.
Northridge Electric
OTODATA
Outfront Portable Solutions
Pacific Truck Tank Inc.
Pembina Pipeline Corporation
Petro-Viron
Pilot Propane Inc.
Primemax Energy Inc.
Procor Ltd.
Pro-Par Inc.
Quality Steel Corp.
Rego Company
Renaldo Sales and Service Center
Rural Computer Consultants Inc.
Safety First Training Ltd.
Superior Gas Liquids
Superior Propane
Telular Corporation
The Integratis Group
Total Control Systems
Transcourt Inc.
Transport Sylvain Lasalle Inc.
TS Technical College
Unique Gas Products Ltd.
WestMor Industries
Westmor Industries, LLC.

AUDIENCE EXTENSION

CONTINUE TO BUILD YOUR BRAND beyond CPA's website through audience extension (also known as site retargeting). Studies show that brand awareness through repeat exposure drives purchasing relationships and now you can be omnipresent without having to do anything extreme or technical. With retargeting, your ad is served to <https://propane.ca/> site visitors as they frequent other sites across the web. The Canadian Propane Association represents over 400 member companies and receives over 14,600 website visitors per month. Our qualified audience is your chance to re-engage them with a completely new level of customization and insight.

HOW RETARGETING WORKS



PROGRAMMATIC PACKAGES

GO	PRO
12-Month Contract - \$1,875	12-Month Contract - \$2,250
75,000 Approximate Impression Goal	100,000 Approximate Impression Goal
INCLUDES:	INCLUDES:
<ul style="list-style-type: none"> ✓ Standard Month End Results ✓ End of Campaign Performance Metrics 	<ul style="list-style-type: none"> ✓ Standard Month End Results ✓ End of Campaign Performance Metrics ✓ Strategic Insights/Recommendations

Customized targeting solutions are available, please contact: