

MECHANICAL CONTRACTORS ASSOCIATION OF MANITOBA MEDIA GUIDE

**REACH LEADERS IN MANITOBA'S
\$740 MILLION MECHANICAL
CONTRACTING INDUSTRY!**

FOR MORE INFORMATION, PLEASE CONTACT:

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NAYLOR 
ASSOCIATION SOLUTIONS



MCAM AT A GLANCE:

The Mechanical Contractors Association of Manitoba covers the full spectrum of mechanical construction in the **plumbing, sheet metal, refrigeration** and **steam fitting/pipe fitting** industries.

\$10.6B

The plumbing industry in Canada generates **\$10.6B** in annual revenue.*

\$296M

The Manitoba sheet metal manufacturing industry generates **\$296M** in revenue.**

\$71.8M

Air-conditioning and heating contractors in Manitoba have **\$71.8M** in purchasing power.***

\$3.5B

Canada's metal pipe & tube manufacturing industry generates **\$3.5B** in annual revenue.****

MEMBERS INCLUDE:

- Mechanical Contractors
- Engineers
- Specialty Contractors
- Suppliers
- Subcontractors
- Service Providers

SHARE YOUR MESSAGE WITH LEADERS IN MANITOBA'S \$740 MILLION MECHANICAL CONTRACTING INDUSTRY!

BE SURE TO CONTACT YOUR NAYLOR REPRESENTATIVE FOR MORE INFORMATION!



WWW.MCA-MB.COM
WEBSITE SALES

THE MCAM CONNECTOR

MCAM AUDIENCE RETARGETING



Source: IBISWorld Canadian Reports: 23822BCA*, 33232CA**, 33341CA***, 32612CA****

WWW.MCA-MB.COM

Advertising on the Mechanical Contractors Association of Manitoba Inc. Website

Advertising on the MCAM website is a great way to reach member and non-member visitors and reinforce your marketing message in the mechanical contracting industry in Manitoba. Visitors log on to www.mca-mb.com to learn about upcoming association events, discover ways to maximize their MCAM membership and stay up-to-date on the latest industry news. Advertising on www.mca-mb.com offers several cost-effective opportunities to position your company as a leader in front of an influential group of mechanical contracting professionals.

Features of MCAM website advertising:

- Cross-promoted in other MCAM 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, www.mca-mb.com receives:

- More than 500 unique visitors per month
- 609 sessions per month
- Over 1,489 page views per month

*Traffic numbers from 05/2018 - 11/2018



1 Horizontal Banner 12 Months | \$1,470

- Run-of-site (with the exception of the "Members Only" sub page) with a maximum of only 4 advertisers.

2 Rectangle Ads 12 Months | \$1,470

- Run-of-site with only 3 advertisers per rectangle (6 advertisers total), your ad will rotate on the home page and all website sub-pages.

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

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.

THE MCAM CONNECTOR

ABOUT THE ENEWSLETTER

Now more than ever, professionals consume information on the go. Our 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 decision-makers on a regular basis
- In addition to members, opt-in subscription means that professionals in the market for your products and services see your message
- Cross-promoted in other MCAM 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 Sponsored Content

12 Months/ 6 Issues | \$1,200

6 Months/ 3 Issues | \$675

1 Month/ 1 Issue | \$375

- Only one spot available – NO ROTATION
- Placed next to content and visible the entire time the eNewsletter is being viewed

2 Rectangle Ad

12 Months/ 6 Issues | \$1,000

6 Months/ 3 Issues | \$550

1 Month/ 1 Issue | \$325

- Only six spots available – NO ROTATION
- Located between popular sections of the eNewsletter

Distributed the second Tuesday of every other month!

Sections include

- Hot Topics
- News Briefs
- Upcoming 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.

Disclaimer: Please note that the mockup shows overall newsletter layout, but exact ad location on the newsletter will vary based on the amount of editorial content supplied each issue.

AUDIENCE EXTENSION

EXTEND YOUR REACH beyond

MCAM's website through audience extension which displays your ad to users who have already visited MCAM's website while they are visiting other sites across the web. Audience extension (also known as site retargeting) is a highly effective method of converting site visitors into purchasers, increasing your ROI and eliminating wasted impressions. **98% of consumers will leave a site without converting.** Here is your chance to re-engage them with a completely new level of performance and insight.

EXTEND YOUR ENGAGEMENT

with MCAM's already qualified audience by keeping your brand top of mind with leading mechanical contracting industry professionals, such as mechanical contractors, engineers, and suppliers. MCAM members and other industry professionals contribute to **over 16,700 pageviews every year on MCAM's website.**

HOW RETARGETING WORKS



PROGRAMMATIC PACKAGES

Limited Availability

GO

\$945*

21,000 Campaign Impression Goal

PRO

\$1,155*

33,000 Campaign Impression Goal

PRO+

\$1,440*

45,000 Campaign Impression Goal

ALL PACKAGES INCLUDE:

- ✓ Standard Month End Results
- ✓ End of Campaign Performance Metrics
- ✓ Customized Campaign Reporting
- ✓ Campaign Optimization
- ✓ Creative Optimization
- ✓ Strategic Insights/Recommendations

Customized targeting solutions are available, please contact:

**3-Month Campaign Run*

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