



CanSIA

CANADIAN SOLAR
INDUSTRIES
ASSOCIATION

L'ASSOCIATION DES
INDUSTRIES SOLAIRES
DU CANADA

CanSIA.CA

CANADIAN SOLAR INDUSTRIES ASSOCIATION MEDIA GUIDE

Power your brand with
Canada's Go Solar Guide & Directory,
SOLutions magazine,
Solar Beat eNewsletter and
Audience Retargeting

FOR MORE INFORMATION, PLEASE CONTACT:

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NAYLOR 
ASSOCIATION SOLUTIONS



THE VOICE FOR CANADA'S SOLAR INDUSTRY

CanSIA is the largest solar industry association in Canada, representing a membership that spends more than **\$8 billion** annually on products and services.

CanSIA also represents **5 of the top 10** solar module producers in the world. Solar energy is abundant in each and every Canadian community and solar energy benefits from more public support than any other source of energy.



CANADA'S GO SOLAR GUIDE & DIRECTORY

Canada's Go Solar Guide & Directory is a unique opportunity to reach both CanSIA members **and** solar consumers across the country in an easy to reference annual guide.

The directory is distributed to **100% of CanSIA members**, with additional circulation at key industry events throughout the year, including Solar Canada. It is also distributed directly to consumers through our members, who can offer copies of the the guide as a reference tool.

SOLAR BEAT

Our bi-monthly eNewsletter Solar Beat provides timely industry topics and association news.

SOLUTIONS MAGAZINE

SOLutions Magazine is distributed to **100% of CanSIA members** in the Fall and contains valuable and current industry editorial for key stakeholders across Canada.

Advertising with CanSIA ensures your company's message is delivered to key personnel and decision-makers in the industry.

AUDIENCE RETARGETING

Use CanSIA's audience retargeting solution to create highly targeted ad campaigns to reach your desired audience around the web.

*** Corporate and Supporter Members receive a 15% member discount on rates**



Source: CanSIA/Naylor 2018 Marketing Questionnaire

**GET NOTICED BY CANADA'S SOLAR INDUSTRY.
Contact your Naylor representative today.**

CANADA'S GO SOLAR GUIDE & DIRECTORY AND SOLUTIONS MAGAZINE

Net Advertising Rates

All rates include an Ad Link in the digital edition of the publication.

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Color Rates	1x	2x
Double Page Spread <i>(Corporate 1 and 2 members only)</i>	\$3,899.50	\$3,509.50
Outside Back Cover <i>(Corporate 1 and 2 members only)</i>	\$3,499.50	\$3,269.50
Inside Front or Inside Back Cover	\$3,149.50	\$2,919.50
Full Page	\$2,299.50	\$2,069.50
1/2-Page Island	\$1,709.50	\$1,539.50
1/2 Page	\$1,459.50	\$1,309.50
1/3 Page	\$1,099.50	\$989.50
1/4 Page	\$849.50	\$759.50
1/8 Page	\$519.50	\$469.50
Black-and-White Rates	1x	2x
Full Page	\$1,719.50	\$1,549.50
1/2 Page	\$1,099.50	\$989.50
1/3 Page	\$829.50	\$749.50
1/4 Page	\$629.50	\$569.50
1/8 Page	\$389.50	\$349.50

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 | \$1,250

Large Toolbar | \$450

Skyscraper | \$1,550

Leaderboard | \$1,550

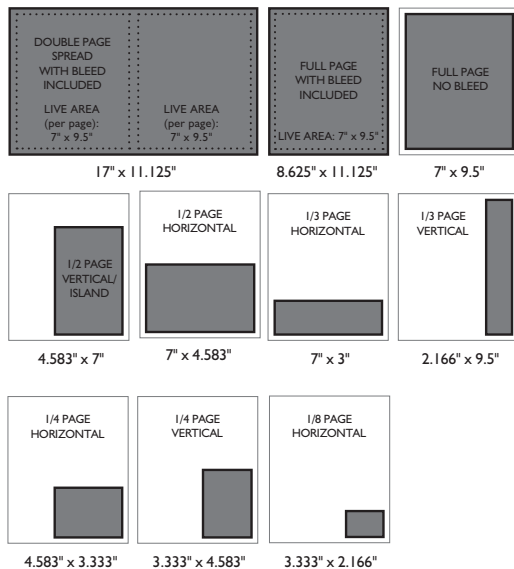
All Corporate and Supporter members receive a 15% member discount on rates

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 February 2018.

PRINT ADVERTISING SPECIFICATIONS

CANADA'S GO SOLAR GUIDE & DIRECTORY SOLUTIONS MAGAZINE

Magazine/Directory 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

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/onlinespecs>

CANADA'S GO SOLAR GUIDE & DIRECTORY **AND** SOLUTIONS MAGAZINE DIGITAL EDITION

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

- **Link your ad to the landing page of your choice**
- **Increase traffic to your website**
- **Interact with viewers to facilitate the buying process**
- **Generate an immediate response from customers**
- **Members and readers receive each issue via email and each new issue is posted on CanSIA's website. A full archive of past issues is available, ensuring longevity for your online presence.**

In addition to print, Canada's *Go Solar Guide & Directory* and *SOLutions Magazine* are also available to members in a fully interactive digital version. Viewers can virtually flip through the pages, forward articles of interest to colleagues and click on ads to be redirected to the advertiser's website.



Large Toolbar | \$450

Your company name is displayed on the toolbar, found in the top-left corner of every page of the digital edition next to frequently used navigational icons.

Skyscraper | \$1,550

The Skyscraper ad displays the entire time the digital edition is open giving your message consistent and lasting exposure.

Leaderboard | \$1,550

Your message will be prominently displayed above the digital publication and is displayed the entire time the digital edition is open.

Sponsorship* | \$1,250

Your message will be prominently displayed directly across from the cover of the magazine.

**Video capabilities are not supported for Sponsorship MAX.*

For the latest online specs, please visit: <http://www.naylor.com/onlinespecs>

AUDIENCE RETARGETING

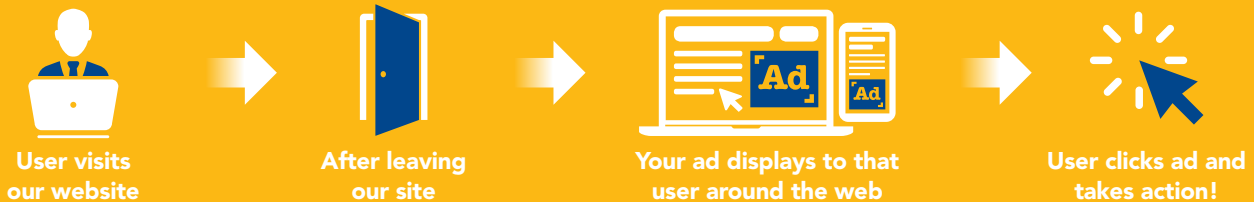
EXTEND YOUR REACH beyond the CanSIA website and keep your brand top of mind with leading solar industry professionals such as manufacturers, installers, and project developers. The CanSIA website has **over 50,000 unique visits each year** from CanSIA members and other industry professionals that **spend more than \$8 billion annually** on products and services. Through programmatic retargeting you can create customized campaigns to reach only your target audience, increasing your ROI and eliminating wasted impressions.

Targeting Tactics

Using a combination of our top targeting tactics will help you achieve your campaign goals.

- **Geo-fencing** location based advertising focused on specific geographic shapes
- **Search retargeting** target prospects with display ads based on the searches they perform across the web
- **Site retargeting** targets users who have already visited your site while they are visiting other sites across the web
- **Contextual targeting** looks at the category or keywords of the current page a consumer is viewing and then serves them ads that are highly relevant to that content

HOW RETARGETING WORKS



PROGRAMMATIC PACKAGES

GO	PRO	PRO+
12-Month Contract	6-Month Contract	3-Month Contract
24,000 Approximate Impression Goal Monthly	36,000 Approximate Impression Goal Monthly	48,000 Approximate Impression Goal Monthly
INCLUDES: <ul style="list-style-type: none"> ✓ Standard Month End Results ✓ End of Campaign Performance Metrics 	INCLUDES: <ul style="list-style-type: none"> ✓ Standard Month End Results ✓ End of Campaign Performance Metrics ✓ Strategic Insights/Recommendations 	INCLUDES: <ul style="list-style-type: none"> ✓ 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:

SOLAR BEAT

ABOUT THE ENEWSLETTER

Now more than ever, professionals consume information on the go. Our *Solar Beat* 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 15,000 decision-makers on a bi-monthly basis
- In addition to 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 CanSIA 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 First Sponsored Content

12 Months (6 Issues) | \$3,000

- Only one spot available
- Located between popular sections of the eNewsletter

2 First Row Rectangle Ads (300 x 250 pixels)

12 Months (6 Issues) | \$2,750

- Only two spots available

3 Second Sponsored Content

12 Months (6 Issues) | \$2,500

- Only one spot available
- Located between popular sections of the eNewsletter

4 Second Row Rectangle Ads (300 x 250 pixels)

12 Months (6 Issues) | \$2,250

- Only two spots available

Distributed bi-monthly

Sections include

- Hot Topics
- News Briefs
- Upcoming Events

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