



MECHANICAL
CONTRACTORS
ASSOCIATION
OF ALBERTA



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ADVANCING INDUSTRY EXCELLENCE



MEMBERS FIRST FOR THE LAST 100 YEARS

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MEDIA GUIDE

*The Western Journal of Mechanical,
Plumbing and Piping Contractors*

FOR MORE INFORMATION, PLEASE CONTACT:

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NAYLOR 
ASSOCIATION SOLUTIONS



BY THE NUMBERS

Western Canada (Alberta, B.C., Saskatchewan and Manitoba) has a growing \$8.98+ billion mechanical contracting industry and is one of the largest construction sectors in the country. Breakdown per sector*:

\$6.4 B

Plumbing: Currently a \$6.49 billion industry and is expected to grow over the next five years at an average annual rate of 2.9%.

\$965 M

HVACR (Heating and Cooling) Equipment Manufacturing: \$965 million industry and is expected to grow over the next five years at an average annual rate of 1.9%.

\$685 M

Plastic Pipe & Parts Manufacturing: \$685 million industry.

\$842 M

Sheet Metal: Currently a \$842 million industry.



The Western Journal of Mechanical, Plumbing and Piping Contractors

ANNUAL MAGAZINE
print and digital editions

MCA - WESTERN CANADA

Our associations are dedicated to the unique interests of mechanical contractors and their suppliers in Canada. We work together for the promotion, improvement, and advancement of Western Canada's **\$8.98 billion** mechanical contractor industry. Members include:

- Mechanical Contractors
- Specialty Contractors
- Subcontractors
- Engineers
- Developers
- Suppliers
- Service Providers
- And more!



**SHOWCASE YOUR PRODUCTS AND SERVICES TO WESTERN CANADA'S MECHANICAL CONTRACTOR INDUSTRY!
CONTACT YOUR NAYLOR REPRESENTATIVE TODAY.**

The Western Journal of Mechanical, Plumbing & Piping Contractors



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
Double Page Spread	\$ 4,609.50
Outside Back Cover	\$4,109.50
Inside Front or Inside Back Cover	\$3,879.50
Full Page	\$3,189.50
1/2 Page	\$2,089.50
1/4 Page	\$1,099.50
1/6 Page	\$649.50
1/8 Page	\$579.50

Digital Edition Branding Opportunities

HTML5 Ad | \$900

Digital Video Sponsorship | \$825

Leaderboard | \$650

Rectangle | \$650

Large Insert | \$500

Medium Insert | \$375

Top TOC Mobile Banners | \$300

2nd TOC Mobile Banners | \$250

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

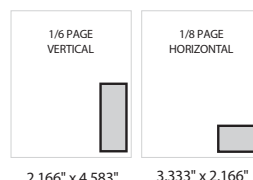
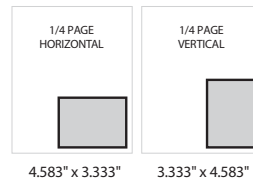
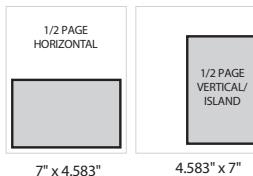
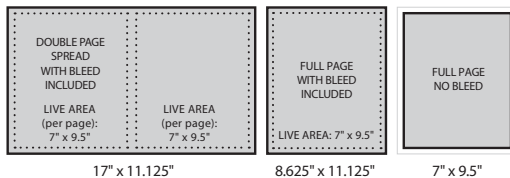
Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. (Rates as of November 2018)

PRINT ADVERTISING SPECIFICATIONS



The Western Journal of Mechanical, Plumbing & Piping Contractors

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/adupload

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/Inserts

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 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).

The Western Journal of Mechanical, Plumbing & Piping Contractors

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

The Western Journal of Mechanical, Plumbing & Piping Contractors 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) | \$650

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

2 Rectangle (all views) | \$650

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 | \$300

4 2nd TOC Mobile Banner | \$250

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 | \$900

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 | \$825 (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 | \$500
- Medium Insert | \$375

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

NAYLOR ASSOCIATION SOLUTIONS

The Western Journal of Mechanical, Plumbing & Piping Contractors

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"/> Air Filters | <input type="checkbox"/> Louvres |
| <input type="checkbox"/> Air Volume Measurement | <input type="checkbox"/> Mechanical Contractors |
| <input type="checkbox"/> Balancing Valves | <input type="checkbox"/> Mechanical Estimation |
| <input type="checkbox"/> Colleges & Training Schools | <input type="checkbox"/> Mechanical Piping Systems |
| <input type="checkbox"/> Construction Safety | <input type="checkbox"/> Natural Gas |
| <input type="checkbox"/> Consulting Professional Engineers | <input type="checkbox"/> Pipe Clamping Systems |
| <input type="checkbox"/> Continuing Education | <input type="checkbox"/> Pipe Freezing Equipment |
| <input type="checkbox"/> Contractor Work Vehicles | <input type="checkbox"/> Pipe Hangers |
| <input type="checkbox"/> Controls | <input type="checkbox"/> Pipe Tee Joints |
| <input type="checkbox"/> Coolers | <input type="checkbox"/> Pipe Trade Associations |
| <input type="checkbox"/> Copper & Brass Products | <input type="checkbox"/> Plumbing & Heating Supplies |
| <input type="checkbox"/> Digital Control Systems | <input type="checkbox"/> Radiant Floor Heating |
| <input type="checkbox"/> Electrical Services & Controls | <input type="checkbox"/> Refrigerants |
| <input type="checkbox"/> Electronic Flowhoods | <input type="checkbox"/> Refrigeration Specialists |
| <input type="checkbox"/> Electronic Quote/Bidding Systems | <input type="checkbox"/> Removal Pumps |
| <input type="checkbox"/> Faucets | <input type="checkbox"/> Safety Associations |
| <input type="checkbox"/> Food Waste Dispensers | <input type="checkbox"/> Sheet Metal Associations |
| <input type="checkbox"/> Gases | <input type="checkbox"/> Sheet Metal Fabricators |
| <input type="checkbox"/> Heating & Cooling | <input type="checkbox"/> Software |
| <input type="checkbox"/> Heating Products & Industrial Equipment | <input type="checkbox"/> Spiral Fittings |
| <input type="checkbox"/> Heating, Ventilating & Air Conditioning Manufacturers | <input type="checkbox"/> Sprinkler & Fire Protection Systems |
| <input type="checkbox"/> Hot & Cold Water Distribution Systems | <input type="checkbox"/> Stainless Steel Sinks |
| <input type="checkbox"/> HVAC Automation Sensors | <input type="checkbox"/> Technical Services |
| <input type="checkbox"/> HVAC Suppliers | <input type="checkbox"/> Tub & Shower Systems |
| <input type="checkbox"/> Hydronic Air Vents | <input type="checkbox"/> Unions |
| <input type="checkbox"/> Industrial Fans & Blowers | <input type="checkbox"/> Valves & Accessories |
| <input type="checkbox"/> Insurance | <input type="checkbox"/> Van Outfitters |
| <input type="checkbox"/> Ladders | <input type="checkbox"/> Other: |

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

_____ Additional Categories X \$20 = \$ _____

Initial: _____ Date: _____

The Western Journal of Mechanical, Plumbing & Piping Contractors



PAST ADVERTISERS

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with *The Western Journal of Mechanical, Plumbing and Piping Contractors* and strongly encourage our members to do business with vendors that support our associations. Members know that they can confidently select the quality products and services featured within the official resources of the MCA provincial associations.

- Armstrong Fluid Technology
- Bartle & Gibson Co., Ltd.
- BCCA Employee Benefits
- Canada's Building Trades Union
- D.C.M. Mechanical Ltd.
- Davies Supply Group Ltd.
- Fabco Plastics Ltd.
- FastEst, Inc.
- GeoScan Subsurface Surveys Inc.
- Gripple, Inc.
- IPEX, Inc.
- Jim Pattison Lease
- Manitoba Insulation Contractors Association
- Nitro Pipe Freeze, Inc.
- Plumbers & Pipefitters Union
- SAIT Polytechnic
- Saskenergy, Inc.
- Sinclair Supply Ltd.
- Trane Canada ULC
- Tyco Simplex Grinnell
- UA Canada/AU Canada
- Unified ASSOC Journeyman
- Wolseley Canada, Inc.