

Mechanical Contractors Association of Alberta, British Columbia, Manitoba & Saskatchewan

Make a connection with the premier contractors in Canada.

The Association Advantage

- The mechanical contracting trades, as a group, represent one of the **largest construction sectors** in the country.
- In Canada, the mechanical contracting trades account for more than **\$7 billion** in contracts annually.
- Our association is now made up of more than **5,000** industry professionals throughout Canada.

Who We Are

Our association is **dedicated to the unique and complex professional interests of mechanical contractors in Canada**. We exist to ensure that our members are successful and are able to provide the best possible products and services, to ensure consumer protection, and to maintain and enhance the reputation for quality workmanship within our industry.

Why Advertise?

When you place your company's ad within the pages of the *Mechanical, Piping and Plumbing Journal*, your message reaches professionals with purchasing power across every spectrum of our industry, including:

- Plumbing specialists
- Heating specialists
- Gas installation specialists
- HVAC specialists
- Fire protection specialists
- Engineers, architects & designers
- Government agencies
- Trade show attendees
- Associations in the construction industry

Interested in advertising? Contact your Naylor account representative today to reserve your space!

Contact:

GAIN ACCESS TO OUR MEMBERS — IN PRINT AND ONLINE



Mechanical, Piping and Plumbing Journal PRINT EDITION

Our official publication is a full-colour, glossy stock magazine published annually. Members turn to the *Mechanical, Piping and Plumbing Journal* for reliable industry information and as a trusted purchasing resource.



Mechanical, Piping and Plumbing Journal DIGITAL EDITION

In addition to print, the *Mechanical, Piping and Plumbing Journal* is also available to members in a fully-interactive digital version. Extend your print advertising investment with the unique benefits of digital media.

To learn more, visit:

- www.mca-alta.com
- www.mcabc.org
- www.mca-mb.com
- www.mca-sask.com





Net Advertising Rates

All rates include an eLink in the digital edition of the magazine.

Revisions and Proofs: \$50.00
Position Guarantee: 15% Premium

Full-Colour Rates

1x

Double Page Spread	\$ 4,269.50
Outside Back Cover	\$ 3,769.50
Inside Front or Inside Back Cover	\$ 3,459.50
Full Page	\$ 2,849.50
2/3 Page	\$ 2,529.50
1/2-Page Island	\$ 2,339.50
1/2 Page	\$ 1,859.50
1/3 Page	\$ 1,359.50
1/4 Page	\$ 979.50
1/6 Page	\$ 829.50
1/8 Page	\$ 649.50

Black-and-White Rates

1x

Full Page	\$ 1,999.50
2/3 Page	\$ 1,679.50
1/2-Page Island	\$ 1,489.50
1/2 Page	\$ 1,359.50
1/3 Page	\$ 959.50
1/4 Page	\$ 729.50
1/6 Page	\$ 579.50
1/8 Page	\$ 499.50

To learn more, visit:

www.mca-alta.com

www.mcabc.org

www.mca-mb.com

www.mca-sask.com

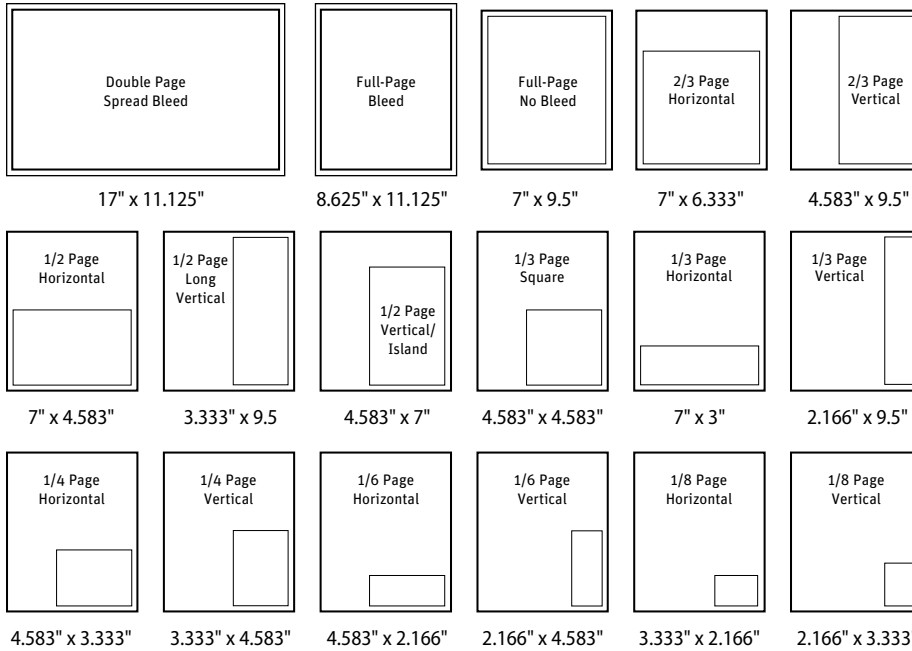
Advertiser indemnifies Naylor and the Association against losses or liabilities arising from this advertising. Naylor assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors 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 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).





Print Advertising Specifications

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.

DPS Live Area: 15.417" x 9.5"
Full-Page Live Area: 7" x 9.5"

Production Services

Naylor provides professional ad assembly to non-agency clients at no charge.

Artwork Requirements

All digital color and greyscale 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 greyscale 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 Web site at www.naylor.com and under the Client Support section click "Ad Upload." Locate your publication code, advertising order number and advertising code in the box at the top right-hand side of your advertising space contract. Simply fill in your company's contact information along with these three pieces of information, browse for your file and click "Submit." Changes or corrections resulting from problems of supplied material will be billed at cost plus 15%.

Proofs and Revisions

Proofs of ads produced by Naylor are available upon request at a charge of \$50. Revisions are rework for Naylor and are subject to a \$50 surcharge.

To learn more, visit:

- www.mca-alta.com
- www.mcabc.org
- www.mca-mb.com
- www.mca-sask.com



Digital Edition

In addition to print, *Mechanical, Piping and Plumbing Journal* is 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 Web site.



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 Web site
- Interact with viewers to facilitate the buying process
- Generate an immediate response from customers

Members and readers receive each issue via e-mail and each new issue is posted on the association's Web site. A full archive of past issues is available, ensuring longevity for your online presence.

With the digital edition, readers can:

- View each page as it appears in print
- View a list of articles for one-click access
- Navigate and turn pages with one click
- Read the issue online or download it for later
- Bookmark and insert notes
- Perform a keyword search of the entire magazine
- E-mail articles of interest to colleagues
- Click on ads to go directly to the advertiser's Web site



eSponsorship* | \$1,509.50

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

eToolbar | \$1,009.50

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

eSkyscraper | Bonus to eSponsorship

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

eLink | Included in Display Ad Rates

eLinks increase traffic from your ad in the digital edition to your company's Web site or a corporate e-mail address. Most of our advertising options include this feature at no additional charge. Additional fees apply where noted.

**Animation and video capabilities available*



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. *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 \$20.00 each. No limit. Please list new categories on this sheet.

_____ **Additional Categories X \$20.00 = \$** _____

Initial: _____ **Date:** _____

