



MCABC

Plumbing & Mechanical

2011 Media Kit

www.mcabc.org

Editorial Schedule 2011

INDUSTRY FEATURES

Informative articles by industry experts on a broad range of topics:

Spring 2011	Green Building/LEED, Training
Fall 2011	MCABC Buyers Guide 2011, Building Codes
Winter 2011	Energy Management
Spring 2012	BIM, Government

A reliable source for assisting members to obtain information and analysis of the issues that impact the mechanical contractor, *MCABC Plumbing & Mechanical* is a forum for organizations to provide vital information about work done in the industry's industrial, commercial, institutional, and residential sectors. The publication addresses issues that are currently faced by the industry, as well as future issues, including, trend identification, professional certification, networking, training and education, and management processes and practices.

OTHER HIGHLIGHTS

Connections: In-depth profiles of key players in the mechanical contracting industry in BC.

Associate Profiles: A showcase of Associate members of the Mechanical Contractors Association of BC

Project Profiles: A showcase of the projects constructed by members of the Mechanical Contractors Association of BC.

2011 Publishing Schedule

ISSUE	ADVERTISING CLOSING	MATERIAL DEADLINE	PUBLISH DATE
Spring 2011	April 19	April 19	April 29
Fall 2011	September 9	September 16	September 23
Winter 2011*	November 2	December 2	December 9
Spring 2012	April 6	April 13	April 20

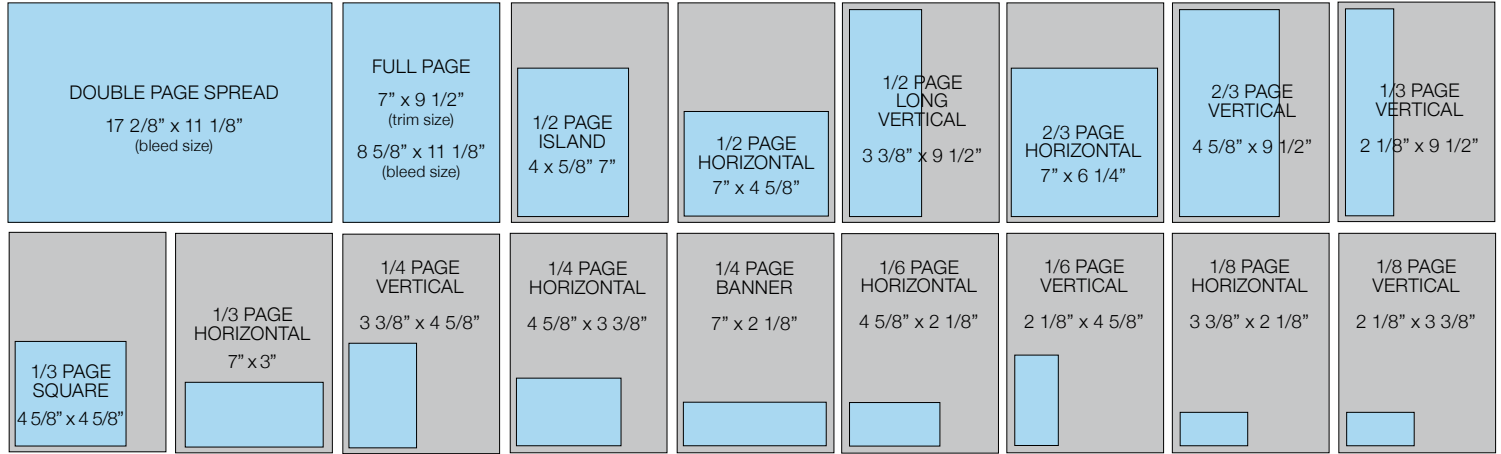
* Includes *bonus* circulation at Buildex Vancouver 2012

Circulation & Readership Profile

MCABC Plumbing & Mechanical is the official quarterly magazine of the Mechanical Contractors Association of British Columbia, the only association in B.C. dedicated to the unique interests of mechanical contractors. Distributed to over 1,000 key professionals and organizations, this quarterly publication reaches members of the Mechanical Contractors Association of British Columbia, which includes both unionized and open-shop firms that specialize in plumbing, heating, gas installations, HVAC (heating, ventilation and air conditioning), fire protection, controls, and industrial mechanical systems. MCABC membership also includes suppliers, manufacturers, distributors, and service providers who want to connect to mechanical contractors, as well as affiliate members in affiliated trades such as sheet metal and insulation.

Ad Sizes

Page trim size: 7" x 9.5" | Bleed: 0.125" (1/8") | Live area: 0.5" in from trim | All measurements in inches



2011 Advertising Rates Price per insertion (includes four colour).

AD SIZE	MCABC Member Rates		Non-Member Rates	
	4X	1X	4X	1X
Double Page Spread	\$1,789	\$2,069	\$2236	\$2586
Full Page	\$1,259	\$1,429	\$1574	\$1786
2/3 Page	\$1,069	\$1,199	\$1336	\$1499
1/2 (Island)	\$979	\$1,059	\$1224	\$1324
1/2 Page	\$719	\$789	\$899	\$986
1/3 Page	\$579	\$639	\$724	\$799
1/4 Page	\$449	\$489	\$561	\$611
1/6 Page	\$359	\$399	\$449	\$499

*Special Colours (Pantone/Metallic) rates on request

Rates are for each insertion and do not include HST.

Ad Requirements

All ads should be sent press-ready with an appropriate proof. Publisher assumes no responsibility for accuracy where no proof has been provided.

Preferred format is hi-res, press-ready PDF (PDF/X-1a). Screen-resolution PDFs are not acceptable. All ads must use Postscript Type 1 or OpenType fonts (TrueType fonts are not recommended). We also accept MAC format QuarkXpress 4/6.1 or InDesign CS2 files (please include all fonts and images plus a pdf proof), EPS files (with all fonts converted to outlines) and CMYK TIFF or JPEG files (saved with minimum compression, maximum quality). All images used in ads must be minimum 300 dpi.

We do not accept files created using any of the following programs: Microsoft Word, CorelDraw, Excel, PowerPoint, Microsoft Publisher. Artwork charges may apply if ad is not in a press-ready format.

INSERTS

Supplied: 1 page, overleaf available to publisher: b&w page rate plus 25%. 1 page, overleaf blank: rates on request. Maximum weight 100lbs. Allow 2.5" binding lip and 1/4" head trim.

Printed by publisher: rates on request.

AGENCY COMMISSION

15% to recognized agencies.

DELIVERY

All files must be archived into a single file (.zip or Stuffit). Files smaller than 5MB can be emailed to us. Files **larger than 5MB should be uploaded to our FTP site or sent via www.yousendit.com**. Contact your account representative for FTP information. We also accept ads on CD-R and DVD-R.

For further advertising information please contact:

Dan Gnocato
604-739-2115 ext. 223
dang@mediaedge.ca

For editorial inquiries please contact:

Cheryl Mah
604-739-2115 ext. 222
cherylm@mediaedge.ca

Published by:
MediaEdge Communications Inc.
402 – 1788 West Broadway
Vancouver, B.C. V6J-1Y1
ph: 604-739-2115 fax: 604-739-2117

MediaEDGE
COMMUNICATIONS WEST INC.
www.mediaedge.ca