

Alberta Innovators is the official magazine of the Consulting Engineers of Alberta (CEA) and focuses on the key issues and trends affecting this dynamic industry. As a high-quality industry publication, the CEA distributes *Alberta Innovators* to its members, government procurement officers, construction companies, and infrastructure decision-makers. Engineering professionals and industry leaders are looking for products and services as they prepare for and manage the changes in economic activity. Position your company in the minds of decision-makers in the engineering consulting community.

Alberta Innovators reaches 95 CEA corporate member consulting engineering businesses, which employ more than 9,000 people.

Rates

Unit	Rate*
Full Page	\$2,785
2/3 Page (V)	\$2,505
1/2 Page (V/H/I)	\$1,810
1/3 Page (V/H/S)	\$1,255
1/6 Page (V/H)	\$695
DPS	\$5,290
1/2 DPS	\$3,440
OBC	\$3,480
IFC/IBC	\$3,205
Reference Guide	\$1,810

Rates are quoted in net Canadian dollars and do not include GST.
Insert rates available upon request. Rates are based on 3,200 copies.

Deadlines

February 2018

- Dec 15, 2017** Space Booking
- Jan 18, 2018** Material Deadline

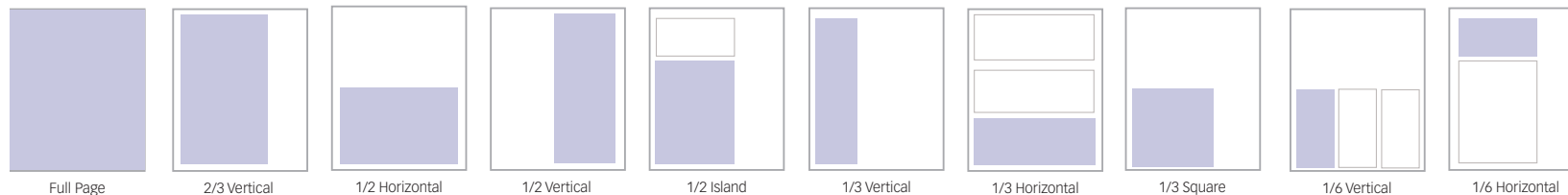


Ad Dimensions (inches)

Size

		W x H (Inches)
Full Page	Trim	8.25 x 10.75*
	Full (without bleed)	7.25 x 9.75
	Full (with bleed)	8.75 x 11.25
Double Page Spread	Trim	16.5 x 10.75*
	Live area: left hand	7.25 x 9.75
	Live area: right hand	7.25 x 9.75
	Full (with bleed)	17 x 11.25
1/2 Double Page Spread		15.625 x 4.75
2/3 Vertical		4.75 x 9.75
1/2 Horizontal		7.25 x 4.75
1/2 Vertical		3.625 x 9.75
1/2 Island		4.75 x 7.5
1/3 Vertical		2.25 x 9.75
1/3 Horizontal		7.25 x 3
1/3 Square		4.75 x 4.75
1/6 Vertical		2.25 x 4.75
1/6 Horizontal		4.75 x 2.375
Reference Guide (two positions available)		6 x 7.5

*Bleed must extend 1/4" on each side for full page bleed ads.



Requirements

- Images 300 dpi at 100%
- Images/graphics should not use any form of compression, including jpeg compression, jpeg encoding or LZW compression
- CMYK colour mode
- Only press-ready PDFX1-A files accepted
- Bleed must extend 1/4" on each side for full page ads
- All other ads require a defining border
- Ink density levels must not exceed 300%
- RedPoint cannot guarantee 100% colour accuracy
- RedPoint and CEA are not responsible for errors or inaccurate information in advertisements.

Recommendations

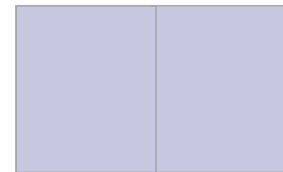
- Place live area 1/2-inch in from the trim size
- Use a "rich black" (except for text smaller than 24-point); Suggested:
(C:20% – M:20% – Y:20% – K - 100%)

File delivery

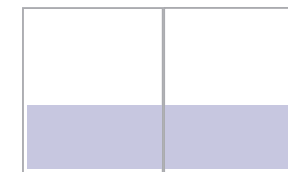
- Upload press-ready PDFX-1A files to **addirect.sendmyad.com**
Automatic confirmations will be sent to the sender and publisher.
- Must include your company name, publication (*Alberta Innovators*) and issue (ex. Feb 2018) in file name

Production Contact

production@redpointmedia.ca
Tel: 403-781-1782



Double Page Spread



1/2 Double Page Spread