

ALBERTA INNOVATORS

2020 RATE CARD



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BUILD YOUR BRAND

Connect with thousands of influential decision makers in 2020

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.

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
IFC DPS	\$6,100
Reference Guide	\$1,810

Deadlines

February 2020

Dec 3, 2019 Space Booking

Dec 17, 2019 Material Deadline

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

TESTIMONIAL

"The Alberta Economy has been on a roller coaster ride now for the past five years. We've seen our share of downs but also many ups. The transition of downtown Edmonton with the new arena and Ice District has been amazing. What a positive transition this has provided to the City of Edmonton. With the very recent approval of a new Event Centre in Calgary, I'm sure Calgarians can expect the same positive changes for their city. We've seen Grande Prairie continue to be strong economically while Lethbridge continues to lead in the agricultural sector. The Agri-Foods Corridor between Olds and Calgary continues its growth and one of the largest Cannabis facilities in Canada is Aurora Sky in Leduc County.

Our member firms are involved in every aspect of the economic growth and infrastructure of Alberta. I see 2019 as a pivotal year for our industry. We have a new Provincial Government and this fall a federal election. Now is the time more than ever to have our industry voice heard by including your message in the 2020 edition of Alberta Innovators. Not only is this publication sent to key corporate decision makers but to government officials as well.

Be sure you are part of the 2020 edition as we target and expand our distribution. Alberta Innovators is our communication tool to let this Province and Country know who we are and what we do."

Ken Kozakewich, P. Eng., CEO

Lisa Krewda, COO

ALBERTA INNOVATORS DISTRIBUTION & STATISTICS



Distribution

The new edition is launched annually at the ShowCase Awards profiling the award winning work of excellence from the Consulting Engineers of Alberta in each annual issue.

Alberta Innovators reaches over 80 CEA corporate member consulting engineering businesses, which employ more than 8,500 people.

3,200 copies are printed each year, with 700 copies distributed at the CEA Transportation Conference, a two-day conference hosted by CEA, which celebrates the significant socio-economic return on transportation investments in the Province of Alberta.

3,200 COPIES TOTAL



CANADA POST: 1,600 COPIES

The Canada Post mail-out is sent to construction companies, architects, and all three levels of government: local, provincial and federal.



CEA CONFERENCE: 700 COPIES



RPM OFFICE: 100 COPIES CEA OFFICE: 800 COPIES

CEA office copies include distribution throughout the year at all of the CEA's events, which include: various business mixers, speaker series, industry symposiums, Young Professionals Conference and their Networking Series.

Reference Guide

The pull-out Reference Guide is designed as a poster to give advertisers maximum exposure throughout the year. The guide includes individual corporate fields of specialization by CEA member firms and services and is referred to throughout the year by clients.

Why Print?

Studies prove that magazines deliver memorable messaging, leaving a lasting impact on readers. It has been determined that people process print content with greater engagement and focus than they do content viewed on a screen. While digital content is scanned quickly, paper-based reading is slower, more deliberate, and therefore leads to a more lasting impression.

93% of B2B readers prefer print magazines
— *Magazines Canada*



Paper-based Reading



MORE FOCUSED ATTENTION, LESS DISTRACTION

HIGHER COMPREHENSION AND RECALL

STIMULATES EMOTIONS AND DESIRES

PREFERRED BY MAJORITY (EVEN MILLENNIALS)

DRIVES SENSORY INVOLVEMENT WHICH CONTRIBUTES TO READER IMPACT

SLOWER READING SPEEDS

▲ Source: "What Can Neuroscience Tell Us About Why Print Magazine Advertising Works?" A White Paper from MPA—The Association of Magazine Media, Scott McDon-ald, Nomos Research, October 2015

ALBERTA INNOVATORS PRINT SPECIFICATIONS

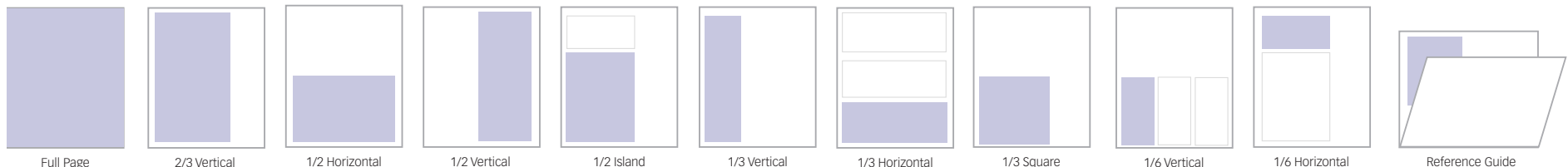


Ad Dimensions (inches)

Size

		W x H (Inches)
Full Page	Trim	8.25 x 10.75*
	Full (without bleed)	7.25 x 9.75
	Full (with bleed)	8.5 x 11
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)	16.75 x 11
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 1/8" 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 1/8" 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

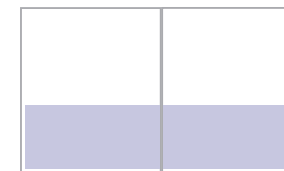
- Upload press-ready PDFX-1A files to **addirect.sendmyad.com**
Automatic confirmations will be sent to the sender and publisher.
- Must include your company name, publication (*Alberta Innovators*) and issue (ex. Feb 2020) in file name

Production Contact

production@redpointmedia.ca
Tel: 403-781-1781



Double Page Spread



1/2 Double Page Spread