

2019 CASA Media Kit



FlipBook - Digital Format

- *Tablets*
- *Mobile Phones*
- *Personal Computers*

View CASAnotes on website

www.casa-firesprinkler.org



To All Advertisers / Media Planners:

The Canadian Automatic Sprinkler Association's CASAnotes trade magazine is Canada's most authoritative Fire Sprinkler Industry publication. With distribution to all Provinces of our member companies, you will singularly reach more than 80% of our Industry. Established in 1983, and targeted to owners, managers and professionals, this quarterly magazine provides context, analysis and understanding of current trends, companies and issues that continue to shape our industry today. There is no better way to reach out to the Canadian Fire Sprinkler Industry than through the pages of CASAnotes Magazine.

Our readers are keeping current on the latest Fire Sprinkler Industry news through our "What's New Section" of CASAnotes. News inserts are available to YOU our Advertisers for free.

CASAnotes can be viewed digitally on multiple electronic platforms, which provides all users immediate access to information, new technology or services that YOU our Advertisers have to offer.

Don't miss out, plan ahead! Promote your Company in 2019.....by Advertising in CASAnotes!

<u>Ad Sizes 4 Colour</u>	<u>By 1</u>	<u>By 3</u>	<u>By 4</u>
Double Page Spread	\$3,172.10	\$2,761.93	\$2,551.81
+ HST	<u>\$ 412.37</u>	<u>\$ 359.05</u>	<u>\$ 331.74</u>
Total	\$3,584.47	\$3,120.98	\$2,883.55
Full Page	\$2,114.35	\$1,840.68	\$1,630.56
+ HST	<u>\$ 274.87</u>	<u>\$ 239.29</u>	<u>\$ 211.97</u>
Total	\$2,389.22	\$2,079.97	\$1,842.53
½ Page horizontal, Island Vertical	\$1,084.57	\$ 939.06	\$ 831.90
+ HST	<u>\$ 140.99</u>	<u>\$ 122.08</u>	<u>\$ 108.15</u>
Total	\$1,225.56	\$1,061.14	\$ 940.05
¼ Page square, Vertical	\$ 813.43	\$ 704.30	\$ 623.93
+ HST	<u>\$ 105.75</u>	<u>\$ 91.56</u>	<u>\$ 81.11</u>
Total	\$ 919.18	\$ 795.86	\$ 705.04
¼ Page square, Vertical	\$ 542.28	\$ 469.54	\$ 415.96
+ HST	<u>\$ 70.50</u>	<u>\$ 61.04</u>	<u>\$ 54.07</u>
Total	\$ 612.78	\$ 530.58	\$ 506.03
<u>Ad Sizes 2 Colour/BW</u>	<u>By 1</u>	<u>By 3</u>	<u>By 4</u>
Full Page	\$1,479.67	\$1,288.48	\$1,141.37
+ HST	<u>\$ 192.36</u>	<u>\$ 1,67.50</u>	<u>\$ 148.38</u>
Total	\$1,672.03	\$1,455.98	\$1,289.75
½ Page horizontal, Island Vertical	\$ 664.23	\$ 642.34	\$ 557.07
+ HST	<u>\$ 86.35</u>	<u>\$ 83.50</u>	<u>\$ 72.42</u>
Total	\$ 750.58	\$ 725.84	\$ 629.49

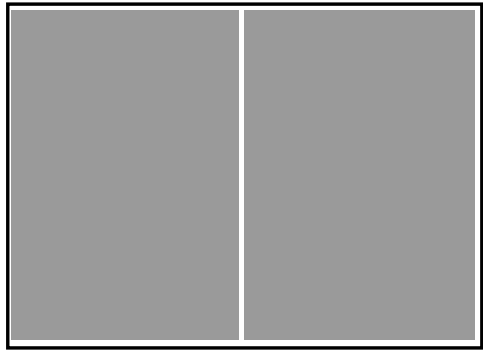
Annual Conference Program Guide - Ad Space

Full Page	\$ 541.06 + HST \$ 70.34 = \$ 611.40
½ Page	\$ 385.76 + HST \$ 50.15 = \$ 435.91

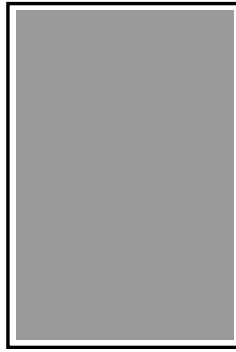
Advertising Deadlines:

<u>Materials Due:</u>	<u>Issue Date:</u>
January 2, 2019	February 2019
April 1, 2019	Annual Conference Program Guide
April 1, 2019	May 2019
July 1, 2019	August 2019
October 1, 2019	November 2019

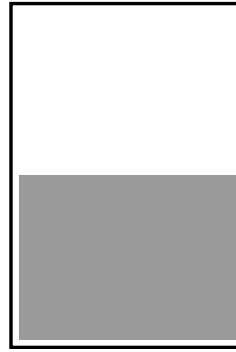
Creative Executions:



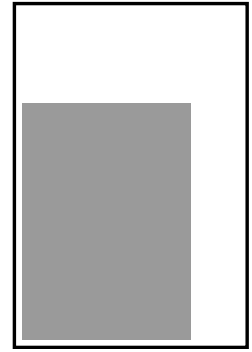
A



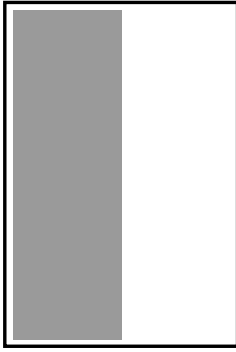
B



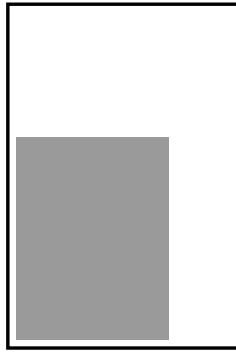
C



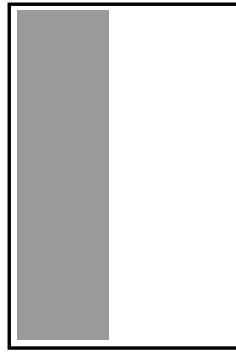
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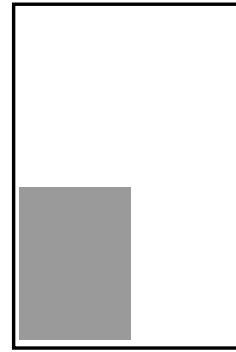
E



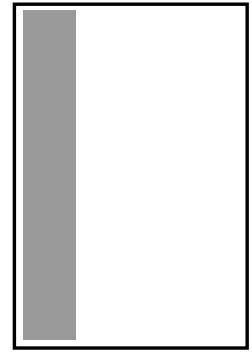
F



G



H



I

Size	Trim Size (W x H)	Live Area (W x H)
A 2 page spread	17" x 11"	16" x 10"
B Full page	8½" x 11"	7½" x 10"

Size	Width	Height
C ½ page horizontal	7½"	5"
D ½ page island	5"	7½"
E ½ page vertical	3¾"	10"
F ⅓ page square	4¾"	6⅛"
G ⅓ page vertical	2½"	10"
H ¼ page square	3¾"	4¾"
I ¼ page vertical	1⅞"	10"

NOTE:
Allow for 3/16" bleed
beyond the trim
of each page

Required Material

Digital files can be sent on disk/CD or e-mailed. Any output difficulties from digital files may be charged as extra. A printed copy of the file(s) or suitable proof is required for accurate reproduction. Competitively priced proofs can be provided at your expense.

Preferred Ad File Formats (in order of preference)

Quark, Illustrator, Photoshop, InDesign, Acrobat, PDF

Total Density

150 line screen or less

Binding

Saddle Stitch

Annual Conference Program Guide

- 24 page, full colour, 4" x 8.5" w/bleed and crops
- Full page (10cm x 22cm), Half page (10cm x 11cm)
- Existing ads may be used in the program
- Circulated & used by ALL Delegates during Conference

E-mail and Mailing Instructions

Ads can be e-mailed directly to our designer at:

mrich@mphgraphics.com and should also be sent to dtomasic@casa-firesprinkler.org

Mailing address:

Debbie Tomasic, CASAnotes Editor
Canadian Automatic Sprinkler Association
315 Renfrew Drive, Suite 302
Markham, ON L3R 9S7

Insertion Orders & Contracts can also be faxed to (905) 477-3611

Announcements

New product announcements, corporate announcements, etc. can be e-mailed to:

dtomasic@casa-firesprinkler.org. All photos (digital copies) to accompany announcement must be mailed or e-mailed to the above address with a copy of the announcement.

Reserving Ad Space

Ad space is available on a first-come, first-serve basis.

Requests for specific page placement of advertisements can be guaranteed.

Payment

Payment must accompany artwork to guarantee insertion.

US/Canadian Exchange Rate

CASA's US/Canadian exchange rate is reflective of daily market fluctuations. Please pay in Canadian Funds or contact CASA for the current exchange rate used by the accounting department.

Agency Commission

The prices for advertisements in CASAnotes DO NOT allow for agency commission.

Second Colour

The second colour of the magazine is red. All 2 colour advertisements will appear with this colour.

Inserts

Black and white page rates apply.

Miscellaneous

Ads must relate to fire sprinkler industry. CASA reserves the right to reject ads deemed unsuitable. Publisher not responsible for typographical errors, omission of copy, or misrepresentation of copy in ads. Publisher not liable for delays in delivery and/or non-delivery in any event, or act of God, or any condition beyond our control.

- 2019 CONTRACT - AD's in CASAnotes

ADVERTISING COMPANY

CONTACT: _____

COMPANY: _____

ADDRESS: _____

CITY: _____ PROV./STATE: _____

POSTAL CODE/ZIP: _____ TEL: _____

FAX: _____ E-MAIL: _____

AGENCY INFORMATION (if applicable)

CONTACT: _____

COMPANY: _____

ADDRESS: _____

CITY: _____ PROV./STATE: _____

POSTAL CODE/ZIP: _____ TEL: _____

FAX: _____ E-MAIL: _____

The undersigned agrees to place (*please circle*): ONE TWO THREE FOUR
ad(s) in CASAnotes.

Desired issue(s): _____ February
 _____ May
 _____ August
 _____ November
 _____ - 2019 Annual Conference Program Guide -

Debbie Tomasic, CASAnotes Editor
Canadian Automatic Sprinkler Association
 315 Renfrew Drive, Suite 302
 Markham, Ontario L3R 9S7
 Tel: (905) 477-2270 Fax: (905) 477-3611
dtomasic@casa-firesprinkler.org
www.casa-firesprinkler.org

Signature

Date



QUICK RESPONSE

THE ELECTRONIC NEWSLETTER OF THE CANADIAN AUTOMATIC SPRINKLER ASSOCIATION
"To enhance the level of life safety and property conservation from the effects of fire through the use of fire sprinklers"

"QR" Electronic Newsletter - 2019 CONTRACT -

**SHOWCASE YOUR
PRODUCTS TO A
CAPTIVE
AUDIENCE !**

**ADVERTISE
HERE**



160 x 600 pixels ➔

9x	6x	3x	1x
\$200	\$215	\$250	\$300
+HST	+HST	+HST	+HST

240 x 400 pixels ⬆

9x	6x	3x	1x
\$300	\$315	\$350	\$400

Indicate insertion frequency (please circle):

9x 6x 3x 1x

Company: _____

Contact: _____

Tel: _____ **E-mail:** _____



Contact:

Debbie Tomasic

Canadian Automatic Sprinkler Association

CASAnotes Editor / Event Planner

Tel: 905-477-2270

Fax: 905-477-3611

Specifications:

- GIF or JPG format

- e-mail ad to: dtomasic@casa-firesprinkler.org