

# 2020 CASA Media Kit



## FlipBook - Digital Format

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

## View CASAnotes Digitally

[www.casa-firesprinkler.org](http://www.casa-firesprinkler.org)



To: All Advertisers / Media Planners:

CASAnotes quarterly magazine is Canada's premier fire sprinkler industry trade publication. With distribution to all Provinces of our member companies, we reach out to more than 80% of owners, presidents, managers and industry professionals who are well educated, experienced and savvy consumers in our industry.

Established in 1983, the Canadian Automatic Sprinkler Association's quarterly magazine provides up to date context, analysis and understanding of current trends, companies and issues that continue to shape our industry. CASAnotes readers are informed through the engaging stories and trusted opinions that help to explain market and labour trends in the construction marketplace today in Canada. Delivering valuable information has always been our goal.

View CASAnotes digitally on multiple electronic platforms. CASAnotes provides all users immediate access to information, new technology and services that "YOU" our Advertisers have to offer.

Keep current on the latest Fire Sprinkler Industry news through our "What's NEW Section" of CASAnotes. This section covers people as well as new products and business updates in your company all at no charge to "YOU" our Members and Advertisers.

Now added to CASAnotes is the "What's OLD Section" also at no cost to our CASA Members. Do you have old product pictures or history news that you would like to share? Why not include them in CASAnotes for all to enjoy?

There is no better way to reach out to the Canadian Fire Sprinkler Industry than through the pages of CASAnotes quarterly magazine so don't miss out, plan ahead!

Promote your Company in 2020.....by Advertising in CASAnotes!

<u>Ad Sizes   4 Colour</u>	<u>By 1</u>	<u>By 3</u>	<u>By 4</u>
<b>Double Page Spread</b>	\$3,298.98	\$2,872.41	\$2,653.88
+ 13% HST	<u>\$ 428.87</u>	<u>\$ 373.41</u>	<u>\$ 345.00</u>
Total	\$3,727.85	\$3,245.82	\$2,998.88
<b>Full Page</b>	\$2,198.92	\$1,914.31	\$1,695.78
+ 13% HST	<u>\$ 285.86</u>	<u>\$ 248.86</u>	<u>\$ 220.45</u>
Total	\$2,484.78	\$2,163.17	\$1,916.23
<b>½ Page horizontal, Island Vertical</b>	\$1,127.95	\$ 976.62	\$ 865.18
+ 13% HST	<u>\$ 146.63</u>	<u>\$ 126.96</u>	<u>\$ 112.47</u>
Total	\$1,274.58	\$1,103.58	\$ 977.65
<b>½ Page square, Vertical</b>	\$ 845.97	\$ 732.47	\$ 648.89
+ 13% HST	<u>\$ 109.98</u>	<u>\$ 95.22</u>	<u>\$ 84.36</u>
Total	\$ 955.95	\$ 827.69	\$ 733.25
<b>¼ Page square, Vertical</b>	\$ 563.97	\$ 488.32	\$ 432.60
+ 13% HST	<u>\$ 73.32</u>	<u>\$ 63.48</u>	<u>\$ 56.24</u>
Total	\$ 637.29	\$ 551.80	\$ 488.84
<u>Ad Sizes   2 Colour/BW</u>	<u>By 1</u>	<u>By 3</u>	<u>By 4</u>
<b>Full Page</b>	\$1,538.86	\$1,340.02	\$1,187.02
+ 13% HST	<u>\$ 200.05</u>	<u>\$ 174.20</u>	<u>\$ 154.31</u>
Total	\$1,738.91	\$1,514.22	\$1,341.33
<b>½ Page horizontal, Island Vertical</b>	\$ 690.80	\$ 668.03	\$ 579.35
+ 13% HST	<u>\$ 89.80</u>	<u>\$ 86.84</u>	<u>\$ 75.32</u>
Total	\$ 780.60	\$ 754.87	\$ 654.67

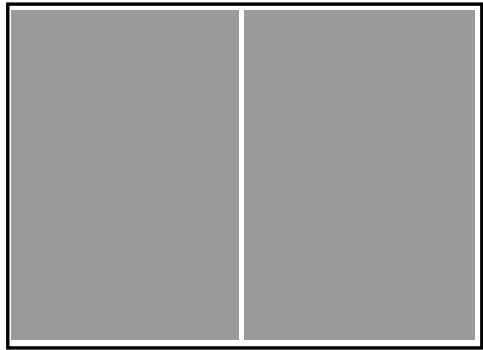
### \*Annual Conference Program Guide - Ad Space\*

Full Page	\$ 562.70 + (13% HST) \$ 73.15 = \$ 635.85
½ Page	\$ 401.19 + (13% HST) \$ 52.15 = \$ 453.34

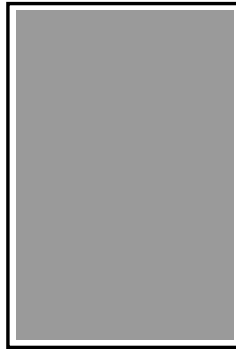
## Advertising Deadlines:

<u>Materials Due:</u>	<u>Issue Date:</u>
January 2, 2020	February 2020
May 1, 2020	<b>Annual Conference Program Guide</b>
April 1, 2020	May 2020
July 1, 2020	August 2020
October 1, 2020	November 2020

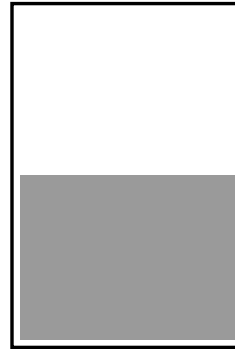
# Creative Executions:



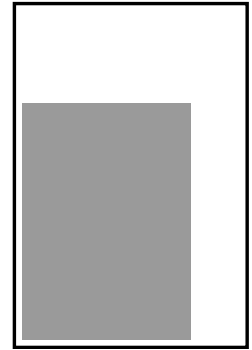
A



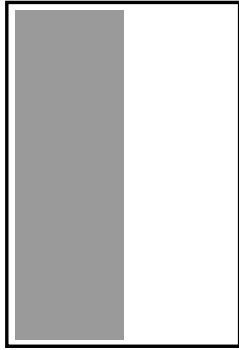
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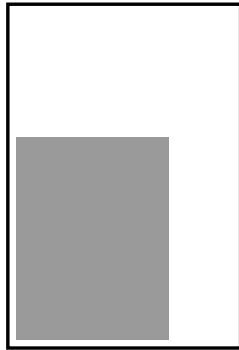
C



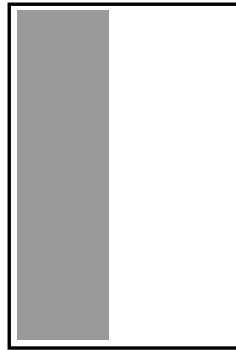
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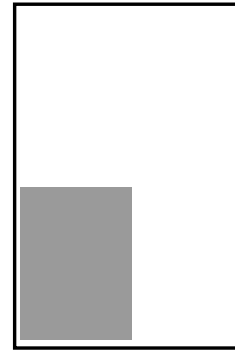
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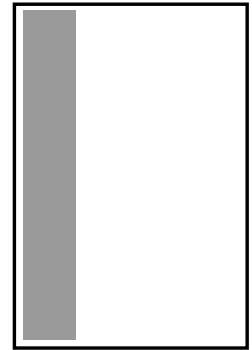
F



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	4⅜"	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](mailto:mrich@mphgraphics.com) and should also be sent to [dtomasic@casa-firesprinkler.org](mailto: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](mailto: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.

# - 2020 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  
\_\_\_\_\_ - 2020 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](mailto:dtomasic@casa-firesprinkler.org)  
[www.casa-firesprinkler.org](http://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 - 2020 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:

- JPG format

- e-mail ad to: [dtomasic@casa-firesprinkler.org](mailto:dtomasic@casa-firesprinkler.org)

