TO:  All Advertisers / Media Planners:

Don’t miss out, plan ahead! CASA reaches out to more than 80% of the contractors, engineers, manufacturers, suppliers, fabricators, fire service personnel, AHJ’s, libraries and others in our industry. Keep your company and products on the minds of those who matter!

CASAnotes is Canada’s premier fire sprinkler industry trade publication. 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, reports 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.

Digital CASAnotes is available 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.

Do you have OLD product pictures or history news that you would like to share? Why not include them in our CASAnotes “What’s OLD Section” for all to enjoy? This section is also available to you our CASA Members at no charge.

Promote your company and products in 2021 by advertising in our 4 issues of CASAnotes magazines or by placing banner ads in our “QR” Quick Response electronic newsletters!

Thank you!

Debbie Tomasic,
Canadian Automatic Sprinkler Association
## 2021 Advertising Rates

### Ad Sizes | 4 Colour

<table>
<thead>
<tr>
<th></th>
<th>By 1</th>
<th>By 3</th>
<th>By 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Double Page Spread</td>
<td>$3,298.98</td>
<td>$2,872.41</td>
<td>$2,653.88</td>
</tr>
<tr>
<td>+ 13% HST</td>
<td>$428.87</td>
<td>$373.41</td>
<td>$345.00</td>
</tr>
<tr>
<td>Total</td>
<td>$3,727.85</td>
<td>$3,245.82</td>
<td>$2,998.88</td>
</tr>
<tr>
<td>Full Page</td>
<td>$2,198.92</td>
<td>$1,914.31</td>
<td>$1,695.78</td>
</tr>
<tr>
<td>+ 13% HST</td>
<td>$285.86</td>
<td>$248.86</td>
<td>$220.45</td>
</tr>
<tr>
<td>Total</td>
<td>$2,484.78</td>
<td>$2,163.17</td>
<td>$1,916.23</td>
</tr>
<tr>
<td>½ Page horizontal, Island Vertical</td>
<td>$1,127.95</td>
<td>$976.62</td>
<td>$865.18</td>
</tr>
<tr>
<td>+ 13% HST</td>
<td>$146.63</td>
<td>$126.96</td>
<td>$112.47</td>
</tr>
<tr>
<td>Total</td>
<td>$1,274.58</td>
<td>$1,103.58</td>
<td>$977.65</td>
</tr>
<tr>
<td>⅓ Page square, Vertical</td>
<td>$845.97</td>
<td>$732.47</td>
<td>$648.89</td>
</tr>
<tr>
<td>+ 13% HST</td>
<td>$109.98</td>
<td>$95.22</td>
<td>$84.36</td>
</tr>
<tr>
<td>Total</td>
<td>$955.95</td>
<td>$827.69</td>
<td>$733.25</td>
</tr>
<tr>
<td>¼ Page square, Vertical</td>
<td>$563.97</td>
<td>$488.32</td>
<td>$432.60</td>
</tr>
<tr>
<td>+ 13% HST</td>
<td>$73.32</td>
<td>$63.48</td>
<td>$56.24</td>
</tr>
<tr>
<td>Total</td>
<td>$637.29</td>
<td>$551.80</td>
<td>$488.84</td>
</tr>
</tbody>
</table>

### Ad Sizes | 2 Colour/BW

<table>
<thead>
<tr>
<th></th>
<th>By 1</th>
<th>By 3</th>
<th>By 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>$1,538.86</td>
<td>$1,340.02</td>
<td>$1,187.02</td>
</tr>
<tr>
<td>+ 13% HST</td>
<td>$200.05</td>
<td>$174.20</td>
<td>$154.31</td>
</tr>
<tr>
<td>Total</td>
<td>$1,738.91</td>
<td>$1,514.22</td>
<td>$1,341.33</td>
</tr>
<tr>
<td>½ Page horizontal, Island Vertical</td>
<td>$690.80</td>
<td>$668.03</td>
<td>$579.35</td>
</tr>
<tr>
<td>+ 13% HST</td>
<td>$89.80</td>
<td>$86.84</td>
<td>$75.32</td>
</tr>
<tr>
<td>Total</td>
<td>$780.60</td>
<td>$754.87</td>
<td>$654.67</td>
</tr>
</tbody>
</table>

### CASAnotes Advertising Deadlines:

<table>
<thead>
<tr>
<th>Materials Due</th>
<th>Issue Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 4, 2021</td>
<td>February 2021</td>
</tr>
<tr>
<td>April 1, 2021</td>
<td>May 2021</td>
</tr>
<tr>
<td>July 1, 2021</td>
<td>August 2021</td>
</tr>
<tr>
<td>October 1, 2021</td>
<td>November 2021</td>
</tr>
</tbody>
</table>
### Creative Executions:

<table>
<thead>
<tr>
<th>Size</th>
<th>Trim Size</th>
<th>Live Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>A 2 page spread</td>
<td>17” x 11”</td>
<td>16” x 10”</td>
</tr>
<tr>
<td>B Full page</td>
<td>8½” x 11”</td>
<td>7½” x 10”</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Size</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>C ½ page horizontal</td>
<td>7½”</td>
<td>5”</td>
</tr>
<tr>
<td>D ½ page island</td>
<td>5”</td>
<td>7½”</td>
</tr>
<tr>
<td>E ½ page vertical</td>
<td>3¾”</td>
<td>10”</td>
</tr>
<tr>
<td>F ¼ page square</td>
<td>4¾”</td>
<td>6⅜”</td>
</tr>
<tr>
<td>G ¼ page vertical</td>
<td>2½”</td>
<td>10”</td>
</tr>
<tr>
<td>H ¼ page square</td>
<td>3¾”</td>
<td>4¾”</td>
</tr>
<tr>
<td>I ¼ page vertical</td>
<td>1⅞”</td>
<td>10”</td>
</tr>
</tbody>
</table>

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

**Required Material**
Digital files are to be emailed to: **dtomasic@casa-firesprinkler.org**

**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
There will not be a Program Guide for 2021 as the AGM will be a virtual meeting.

Email and Mailing Instructions
Ads can be emailed directly to our designer at: marisam@thistleprinting.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

Announcements
“What’s New” section product announcements, corporate news, etc. should be emailed along with digital photo’s to: dtomasic@casa-firesprinkler.org.

Reserving Ad Space
Ad space is available on a first-come, first-served basis.
Requests for specific page placement of advertisements can be guaranteed.

Payment
CASA will email invoice for ads around the time the magazine goes to print.

US/Canadian Exchange Rate
The US/Canadian exchange rate is reflective of daily market fluctuations. Please pay in Canadian Funds or contact CASA to arrange for the exchange rate on the day of invoicing to be 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 the 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 is not liable for delays in delivery and/or non-delivery in any event, or act of God, or any condition beyond our control.
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

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
ADVERTISE HERE

“QR” electronic newsletter

- 2021 CONTRACT -

PROMOTE YOUR COMPANY TO A CAPTIVE AUDIENCE!

240 x 400 pixels

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

Please Indicate Selection:

Number of Ads _________
Ad Size _________ x _________ Pixels
Rate Per Ad $_____________

Company: __________________________________________________________
Contact: __________________________________________________________
Tel: ____________________________
Email: ____________________________

“QR” e-newsletters          Deadline for Ads:
January                  Jan. 15th
February                 Feb. 15th
March                    Mar. 15th
April                    Apr. 15th
June                     Jun. 15th
August                   Aug. 15th
September                Sept. 15th
October                  Oct. 15th
November                 Nov. 15th