

2021 CASA Media Kit

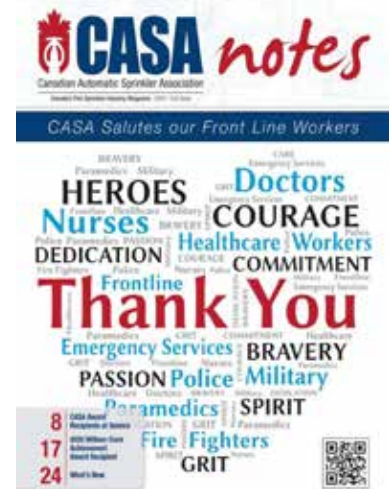


FlipBook - Digital Format

- Tablets
- Mobile Phones
- Personal Computers

View CASAnotes
Digitally

www.casa-firesprinkler.org



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

<u>Ad Sizes 4 Colour</u>	<u>By 1</u>	<u>By 3</u>	<u>By 4</u>
Double Page Spread	\$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
Full Page	\$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
½ Page horizontal, Island Vertical	\$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
½ Page square, Vertical	\$ 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
¼ Page square, Vertical	\$ 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>
Full Page	\$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
½ Page horizontal, Island Vertical	\$ 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

CASAnotes Advertising Deadlines:

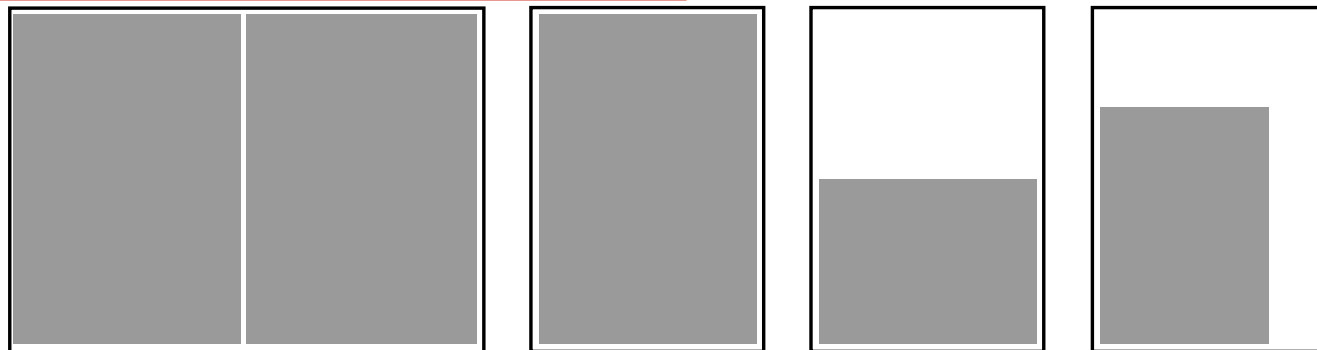
Materials Due:

January 4, 2021
April 1, 2021
July 1, 2021
October 1, 2021

Issue Date:

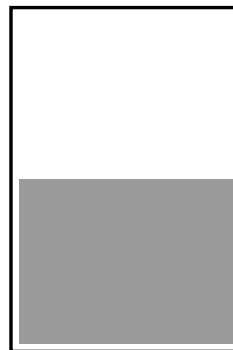
February 2021
May 2021
August 2021
November 2021

Creative Executions:

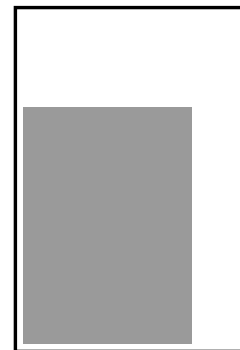


A

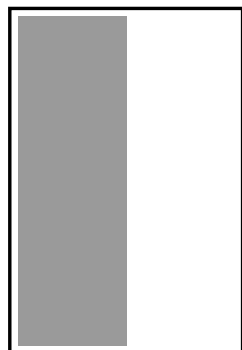
B



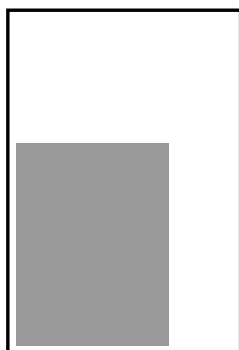
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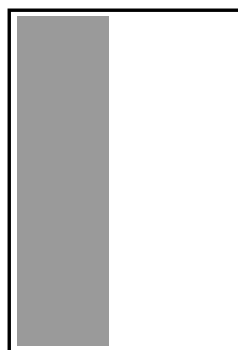
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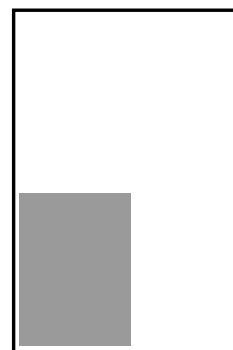
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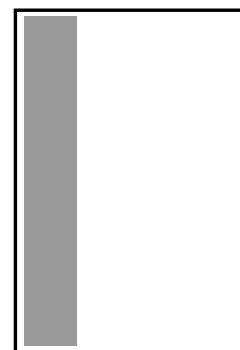
F



G



H



I

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

Size	Width	Height
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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 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.

- 2021 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

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"

ADVERTISE

HERE

240 x 400 pixels

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



" QR "
electronic newsletter

- 2021 CONTRACT -

**PROMOTE YOUR COMPANY
TO A CAPTIVE AUDIENCE !**

**ADVERTISE
HERE**

160 x 600 pixels

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



Please Indicate Selection:

Number of Ads _____

Ad Size _____ **x** _____ **Pixels**

Rate Per Ad \$ _____

Company: _____

Contact: _____

Tel: _____

Email: _____

"QR" e-newsletters

January
February
March
April
June
August
September
October
November

Deadline for Ads:

Jan. 15th
Feb. 15th
Mar. 15th
Apr. 15th
Jun. 15th
Aug. 15th
Sept. 15th
Oct. 15th
Nov. 15th