

2022 CASA Media Kit



Don't miss out...
Plan ahead!

FlipBook - Digital Format

- Tablets
- Mobile Phones
- Personal Computers

www.casa-firesprinkler.org



TO: All Advertisers / Media Planners:

SAME RATES FOR 2022

There is no better way to reach out to the Canadian Fire Sprinkler Industry than through the pages of **CASAnotes**, Canada's premier fire sprinkler industry trade publication. Established in 1983, our quarterly magazine provides up to date context, analysis and understanding of current trends, companies and issues that continue to shape our industry today.

CASAnotes readers are informed through the engaging stories, reports and trusted opinions that help to explain labour trends in the construction marketplace today in Canada. Our targeted audience is made up of more than 80% of the contractors, engineers, manufacturers, suppliers, fabricators, fire service personnel, AHJ's, libraries and others throughout Canada. Delivering valuable information has always been our goal.

Digital CASAnotes is available on multiple electronic platforms and provides all users immediate access to information, new technology and services that "YOU" our Advertisers have to offer. Keep your company and products on the minds of those who matter most!

Update our industry with the latest news from your company in the "What's NEW Section" of CASAnotes. This section covers people as well as new products and business updates that you want to share with our industry. Do you have OLD product, pictures or history news that you would like to submit? Why not include them in our CASAnotes "What's OLD Section" for all to enjoy? Both of these sections are at no charge to "YOU" our Members and Advertisers.

"QR" Banner Ads: Place your Ad's in our CASA QR e-newsletter blasts throughout 2022. Just one more way for you to promote your company and products to those who matter most.

Get noticed by making CASAnotes and "QR" your advertising choices for 2022.

Debbie Tomasic
CASAnotes Editor
Canadian Automatic Sprinkler Association

CASA notes



<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

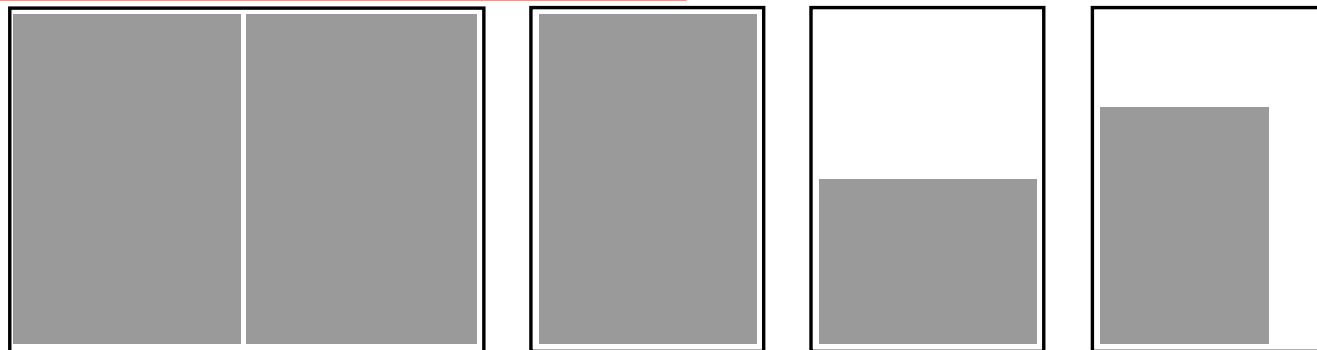
CASAnotes Advertising Deadlines:

Materials Due:	Issue Date:
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January 3, 2022
April 1, 2022
July 1, 2022
October 1, 2022

February 2022
May 2022
August 2022
November 2022

Creative Executions:

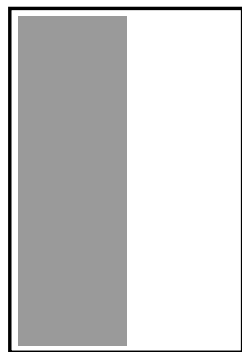


A

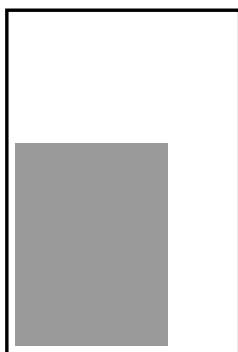
B

C

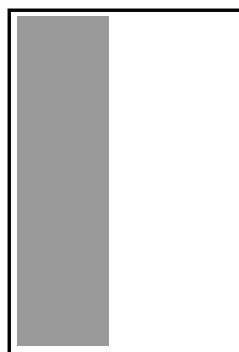
D



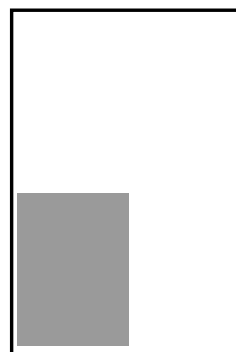
E



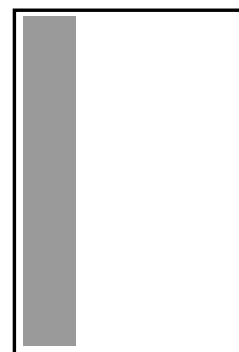
F



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

Program Guide details will be sent out separately for 2022 sometime in the new year.

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” *and/or* “What’s Old” 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 our 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.

- 2022 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 the following number of ad(s) in 2022 CASAnotes:

(Please circle # of issues): **1, 2, 3, 4**

(Ad size from page 3 - Creative Solutions): _____

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



-2022 "QR" CONTRACT-

*Promote Your Company
To A Captive Audience!*

" QR "
e - newsletter

**ADVERTISE
HERE**

160 x 600 pixels

9x 6x 3x 1x

\$200 \$215 \$250 \$300



Please Indicate Selection:

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 "QR" Ads:

Jan. 15th

Feb. 15th

Mar. 15th

Apr. 15th

Jun. 15th

Aug. 15th

Sept. 15th

Oct. 15th

Nov. 15th

Please email "QR" ad in .JPG format by the "Deadline" to: dtomasic@casa-firesprinkler.org