

# 2023 CASA Media Kit



Don't miss out...  
Plan ahead!

## FlipBook - Digital Format

- Tablets
- Mobile Phones
- Personal Computers

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



**TO: All Advertisers / Media Planners:**

*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 targetted 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. CASA will be sending out 6 blasts throughout 2023 as per the schedule at the bottom of page 6 on the "QR" Contract. Just one more way for you to promote your company and products to those who matter most.*

*Get noticed by making CASAnotes and/or "QR" your advertising choices for 2023.*

Debbie Tomasic  
CASAnotes Editor  
Canadian Automatic Sprinkler Association



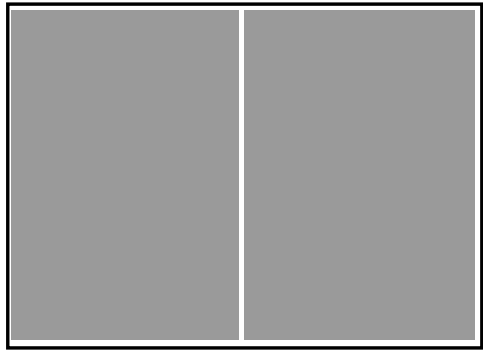
## 2023 Advertising Rates

| Ad Sizes   4 Colour                           | By 1             | By 3             | By 4             |
|---|------------------|------------------|------------------|
| <b>Double Page Spread</b>                     | \$3,463.93       | \$3,016.03       | \$2,786.57       |
| + 13% HST                                     | <u>\$ 450.31</u> | <u>\$ 392.08</u> | <u>\$ 362.25</u> |
| Total   | \$3,914.24       | \$3,408.11       | \$3,148.82       |
| <b>Full Page</b>                              | \$2,308.87       | \$2,010.03       | \$1,780.57       |
| + 13% HST                                     | <u>\$ 300.15</u> | <u>\$ 261.30</u> | <u>\$ 231.47</u> |
| Total   | \$2,609.02       | \$2,271.33       | \$2,012.04       |
| <b>½ Page horizontal,<br/>Island Vertical</b> | \$1,184.35       | \$1,025.45       | \$ 908.44        |
| + 13% HST                                     | <u>\$ 153.97</u> | <u>\$ 133.31</u> | <u>\$ 118.10</u> |
| Total   | \$1,338.32       | \$1,158.76       | \$1,026.54       |
| <b>½ Page square,<br/>Vertical</b>            | \$ 888.27        | \$ 769.09        | \$ 681.33        |
| + 13% HST                                     | <u>\$ 115.48</u> | <u>\$ 99.98</u>  | <u>\$ 88.57</u>  |
| Total   | \$1,003.75       | \$ 869.07        | \$ 769.90        |
| <b>¼ Page square,<br/>Vertical</b>            | \$ 592.17        | \$ 512.74        | \$ 454.23        |
| + 13% HST                                     | <u>\$ 76.98</u>  | <u>\$ 66.66</u>  | <u>\$ 59.05</u>  |
| Total   | \$ 669.15        | \$ 579.40        | \$ 513.28        |
| <br>  |                  |                  |                  |
| Ad Sizes   2 Colour/BW                        | By 1             | By 3             | By 4             |
| <b>Full Page</b>                              | \$1,615.80       | \$1,407.02       | \$1,246.37       |
| + 13% HST                                     | <u>\$ 210.05</u> | <u>\$ 182.91</u> | <u>\$ 162.03</u> |
| Total   | \$1,825.85       | \$1,589.93       | \$1,408.40       |
| <b>½ Page horizontal,<br/>Island Vertical</b> | \$ 725.34        | \$ 701.43        | \$ 608.32        |
| + 13% HST                                     | <u>\$ 94.29</u>  | <u>\$ 91.19</u>  | <u>\$ 79.08</u>  |
| Total   | \$ 819.63        | \$ 792.62        | \$ 687.40        |

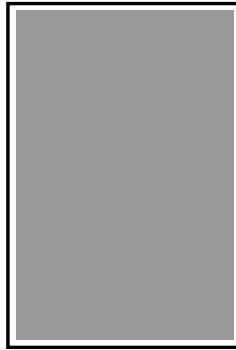
## CASAnotes Advertising Deadlines:

| Materials Due:  | Issue Date:   |
|-----------------|---------------|
| January 3, 2023 | February 2023 |
| April 3, 2023   | May 2023      |
| July 3, 2023    | August 2023   |
| October 3, 2023 | November 2023 |

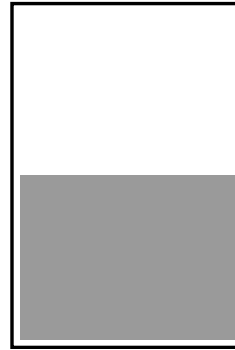
# Creative Executions:



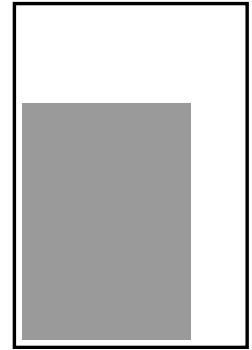
A



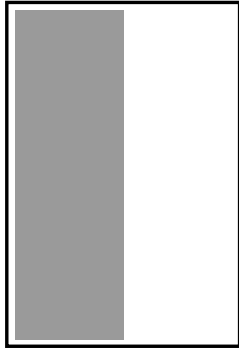
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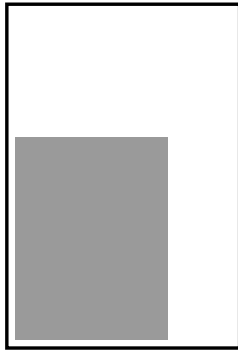
C



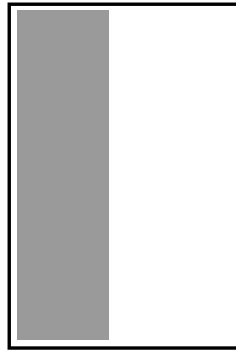
D



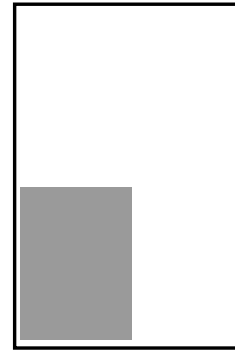
E



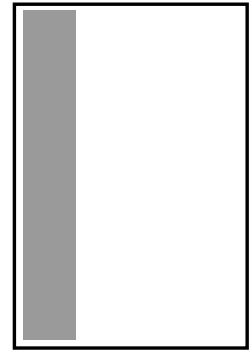
F



G



H



I

| Size            | Trim Size<br>(W x H) | Live Area<br>(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 are to be emailed to: [dtomasic@casa-firesprinkler.org](mailto: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 2023 Conference Guide sometime in the new year.

## Email and Mailing Instructions

Ads can be emailed directly to our designer at:

[marisam@thistleprinting.com](mailto:marisam@thistleprinting.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

## 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](mailto: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 of 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 is 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.

# - 2023 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 2023 CASAnotes magazines:

(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**  
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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"

**ADVERTISE  
HERE**

**240 x 400 pixels**

6x      3x      1x

\$330      \$370      \$420



**-2023 "QR" CONTRACT-**

*Promote Your Company  
To A Captive Audience!*

**" QR "**  
**e-newsletter**

**ADVERTISE  
HERE**

**160 x 600 pixels**

6x      3x      1x

\$230      \$270      \$320



**Please Indicate Selection:**

# of Ads \_\_\_\_\_

Ad Size \_\_\_\_\_ x \_\_\_\_\_ Pixels

Rate Per Ad \$ \_\_\_\_\_

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Tel: \_\_\_\_\_

Email: \_\_\_\_\_

**"QR" e-newsletters**

January

March

April

September

October

November

**DEADLINE for "QR" Ads:**

Jan. 15th

Mar. 15th

Apr. 15th

Sept. 15th

Oct. 15th

Nov. 15th

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