

2024 CASA Media Kit

ADVERTISING OPPORTUNITIES

CASAnotes Magazines / Digital FlipBook, “QR” e-Newsletters

www.casa-firesprinkler.org



Advertisers / Media Planners:

CASAnotes is 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 kept up to date through engaging 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 in our industry.

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!

“What's NEW Section”: Update our industry with new products and business announcements.

“What's OLD Section”: Provide OLD product pictures or history news for all to enjoy.

Both of the above sections are at no charge to “YOU” our Members and Advertisers.

“QR” Banner Ads: Place your Ad's in our 6 QR e-newsletter blasts in 2024 (see schedule page 6).

It's time to stand out by making CASAnotes and/or “QR” your advertising choices for 2024.

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	\$3,463.93	\$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
Full Page	\$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
½ Page horizontal, Island Vertical	\$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
½ Page square, Vertical	\$ 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
¼ Page square, Vertical	\$ 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
<u>Ad Sizes 2 Colour/BW</u>	<u>By 1</u>	<u>By 3</u>	<u>By 4</u>
Full Page	\$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
½ Page horizontal, Island Vertical	\$ 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:

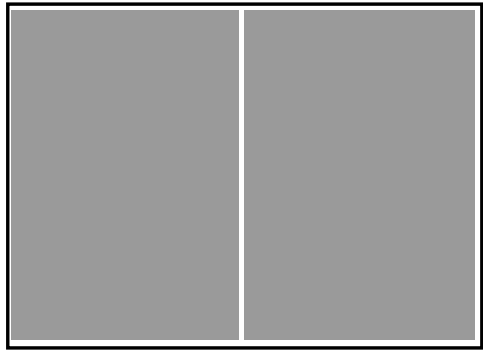
Materials Due:

January 2, 2024
 April 1, 2024
 July 1, 2024
 October 1, 2024

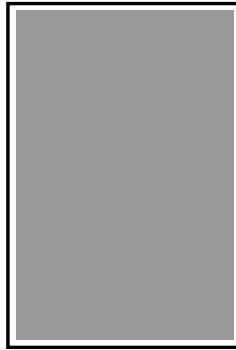
Issue Date:

February 2024
 May 2024
 August 2024
 November 2024

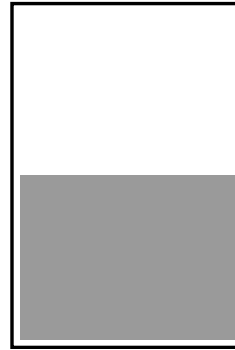
Creative Executions:



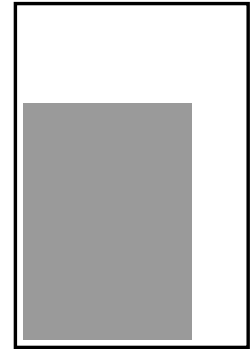
A



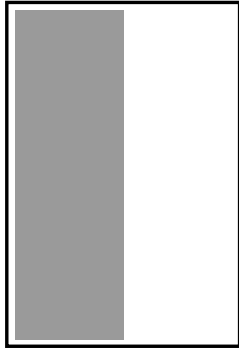
B



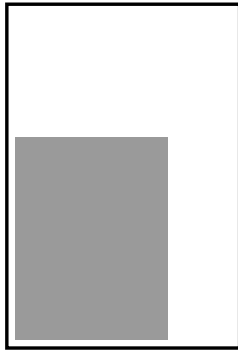
C



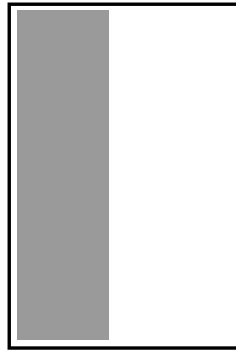
D



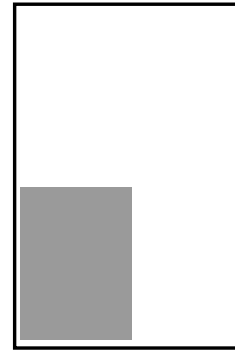
E



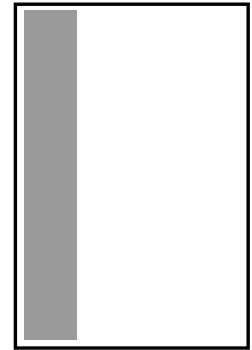
F



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 2024 Conference Program Ads 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 ad placements 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.

- 2024 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 2024 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
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

Your 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



**"QR" e-Newsletters
PROMOTE YOUR COMPANY
TO A CAPTIVE AUDIENCE !**

**- 2024 Contract -
Same Advertising Rates**

**ADVERTISE
HERE**

160 x 600 pixels

6x 3x 1x
\$230 \$270 \$320



COMPANY: _____

Contact: _____

Tel: _____

Email: _____

Please Indicate Ad Selection:

of Ads _____

Ad Size _____ x _____ Pixels

Rate Per Ad \$ _____ (13% HST will be added)

"QR" e-newsletters:

January
March
April
September
October
November

DEADLINE for "QR" Ads:

Due : Jan. 15th
Due : Mar. 15th
Due : Apr. 15th
Due : Sept. 15th
Due : Oct. 15th
Due : Nov. 15th

Email "QR" ads in .JPG format by the above "Deadline" to: dtomasic@casa-firesprinkler.org