

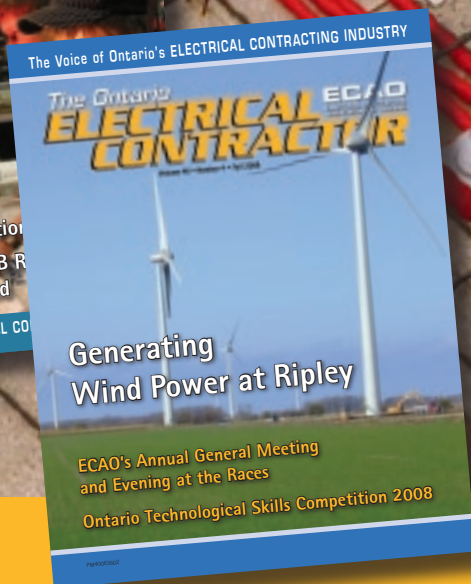
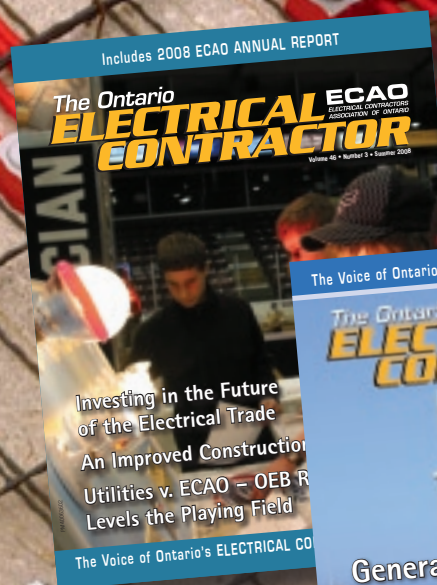
publishing dates • advertising rates • advertising specifications

The Ontario **ELECTRICAL CONTRACTOR** ECAO ELECTRICAL CONTRACTORS ASSOCIATION OF ONTARIO

Ontario Electrical Contractor is the consistent and reliable voice reaching key members of the electrical contracting sector delivering vital information about their industry and profession.

Ontario Electrical Contractor is the official publication of the Electrical Contractors Association of Ontario and is read by more than 7,000 association members.

Our readership includes key decision makers such as Electrical Contractors, Electrical Consulting Engineers, Developers and Institutions, Electrical Equipment Manufacturers and Distributors, and Electrical Utilities.



media kit 2009

ELECTRICAL CONTRACTORS ASSOCIATION OF ONTARIO

For over 50 years the Electrical Contractors Association of Ontario has been representing the interests of the electrical contracting industry. Over its history, ECAO has been committed to servicing the interests

of electrical contractors through advocacy, management education, labour relations, economic trends and research, government relations and industry news.

WHY ADVERTISE?

- \$2 billion in electrical construction work annually performed by ECAO contractors in the industrial, commercial and institutional sector.
- ECAO's members are among Ontario's largest purchasers of electrical products and services.



ADVERTISING RATES

BLACK & WHITE RATES

SIZE	4X RATE	2X RATE	1X RATE
Full Page	\$ 1,569.50	\$ 1,649.50	\$ 1,729.50
2/3 Page	\$ 1,259.50	\$ 1,319.50	\$ 1,389.50
1/2 (Island)	\$ 969.50	\$ 1,019.50	\$ 1,079.50
1/2 Page	\$ 919.50	\$ 969.50	\$ 1,019.50
1/3 Page	\$ 739.50	\$ 769.50	\$ 809.50
1/4 Page	\$ 569.50	\$ 589.50	\$ 619.50
1/6 Page	\$ 449.50	\$ 469.50	\$ 489.50
1/8 Page	\$ 349.50	\$ 359.50	\$ 379.50

COVER & PREMIUM POSITIONS - INCLUDES FOUR COLOUR

POSITION	4X RATE	2X RATE	1X RATE
Double Page Spread	\$ 3,849.50	\$ 4,019.50	\$ 4,179.50
Outside Back Cover	\$ 2,599.50	\$ 2,699.50	\$ 2,799.50
Inside Front Cover	\$ 2,519.50	\$ 2,619.50	\$ 2,709.50
Inside Back Cover	\$ 2,519.50	\$ 2,619.50	\$ 2,709.50

COLOUR RATES

Single Process Colour	\$ 400.00
Matched Colour	\$ 550.00
Four Colour	\$ 700.00

INSERTS & BELLY BANDS: Available upon request

GUARANTEED POSITION: 15% extra

ADVERTISING AGENCIES: Please add 15%

ADVERTISEMENT PROOF CHARGE: \$25.00

NEW EXPANDED EXPOSURE – ONLINE

THE ONTARIO ELECTRICAL CONTRACTORS MAGAZINE IN PRINT AND NOW ALSO ONLINE

By popular demand, each issue of *Electrical Contractor* magazine is now online with an electronic, interactive version. In addition to the publication, *ECAO* readers now have the ability to access complete issues anywhere – office, home or mobile, offering advertisers multiple opportunities to reach this diverse and desired demographic at any time using a variety of new media platforms and marketing initiatives.

ECAO now offers advertisers more opportunity to enrich their products and services with:

Hyperlinking Advertisements/Hyperlinking Company Websites

Drive readers/traffic directly and quickly to an advertiser's online promotion and marketing campaign.

Imbed Video or Audio Files Directly into Your Ad

Generate greater awareness of a product or promotion and provide additional information right at the point of contact.

Interactive Index to Advertisers

Allows readers to directly contact an advertiser within the publication.

Detailed Tracking

Advertisers can track the activity connected to their ad and gather valuable data about their readers' behaviour.

Readers' options are just as dynamic:

True Interactive Experience

- Since the publication is Flash based, readers can use internal links within the publication to watch or listen to video or audio.
- Visual table of contents and the index to advertisers will take a reader directly to the page desired.
- Readers can zoom in and out of articles in high resolution.

Searching

Search an entire article using the keyword feature.

Download and Print the Magazine

Readers can PDF the entire publication and save it to their desktop for later reading...or simply print a copy.

Send to a Friend

Forward the entire interactive magazine to a friend or colleague by email.

Internet Search Engines

Content is searchable through google, yahoo, msn and other Internet search engines.



HYPERLINKS

\$100.00 per issue

STREAMING VIDEO

\$350.00 per issue

ADVERTISING SUBMISSION GUIDELINES

We can accept rich media including Java, JavaScript, HTML, DHTML and Flash.

Ad animation of any format may run for a maximum of 30 seconds.

Audio clips will play automatically.

FORMATS ACCEPTED



AUDIO

mp3: mpeg1, audio layer 3
wav: uncompressed audio file
wma: windows media file



VIDEO

ogg: a file type capable of video, audio and subtitles
avi: audio video interleave
mpg or mpeg: moving picture experts group
mov: the quicktime video file format
wmv: windows media video file



FLASH

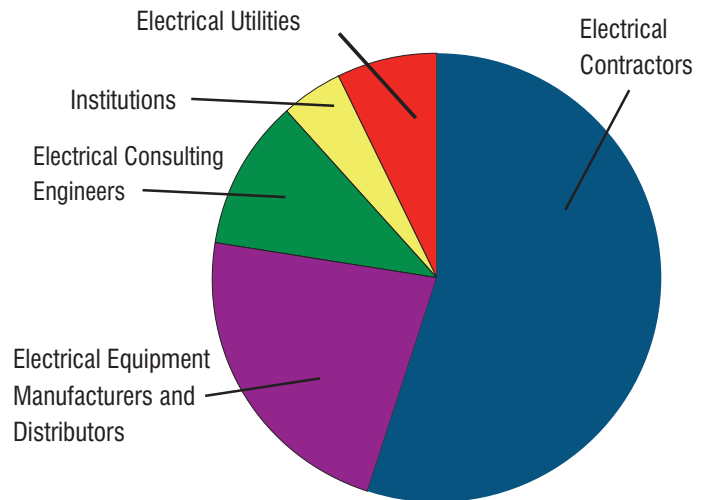
flv: flash video file
swf: shockwave file

2009 CIRCULATION

Circulation in Ontario (all figures are approximate)

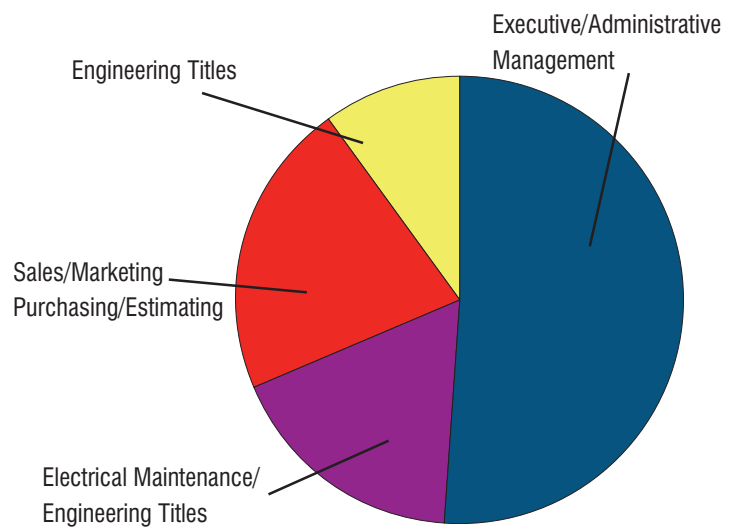
BREAKDOWN BY BUSINESS/INDUSTRY

■ Electrical Contractors	3691
■ Electrical Equipment Manufacturers and Distributors	1520
■ Electrical Consulting Engineers	723
■ Institutions	301
■ Electrical Utilities	475
TOTAL	6710

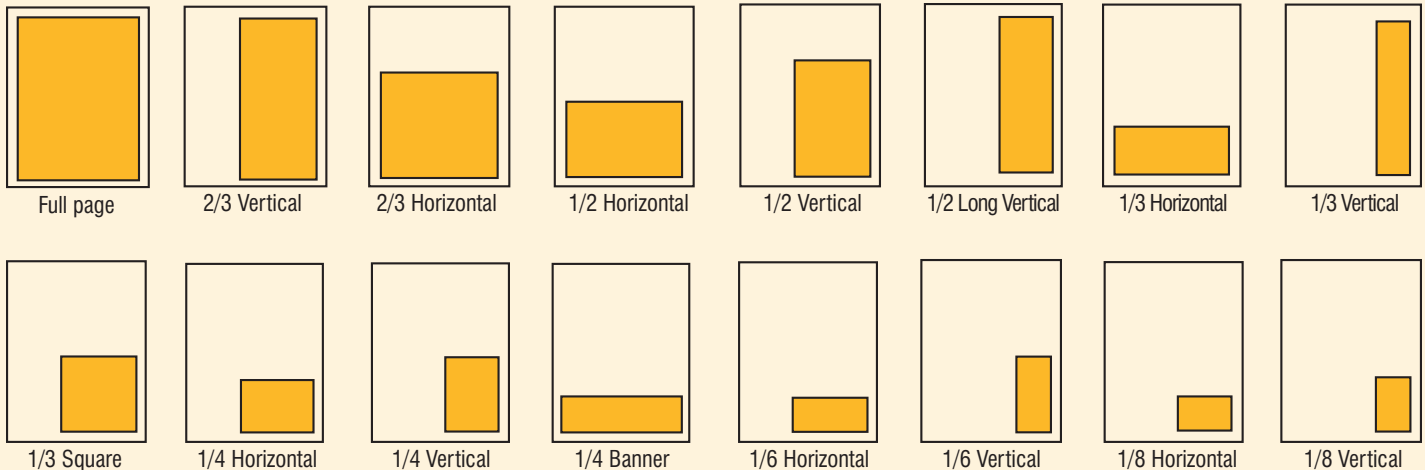


BREAKDOWN BY JOB TITLE

■ Executive/Administrative Management	3074
■ Sales/Marketing/Purchasing/Estimating	1287
■ Electrical Maintenance/Engineering Titles	1045
■ Engineering Titles	586
TOTAL	5992



ADVERTISING SPECIFICATIONS



ADVERTISING SIZES

SIZE	WIDTH	DEPTH
Double Page Spread Bleed	17 2/8"	11 1/8"
Full Page Bleed	8 5/8"	11 1/8"
Full Page	7"	9 1/2"
2/3 Horizontal	7"	6 1/4"
2/3 Vertical	4 5/8"	9 1/2"
1/2 Horizontal	7"	4 5/8"
1/2 Vertical (Island)	4 5/8"	7"
1/2 Long Vertical	3 3/8"	9 1/2"
1/3 Horizontal	7"	3"
1/3 Vertical	2 1/8"	9 1/2"
1/3 Square	4 5/8"	4 5/8"
1/4 Horizontal	4 5/8"	3 3/8"
1/4 Banner	7"	2 1/8"
1/4 Vertical	3 3/8"	4 5/8"
1/6 Horizontal	4 5/8"	2 1/8"
1/6 Vertical	2 1/8"	4 5/8"
1/8 Horizontal	3 3/8"	2 1/8"
1/8 Vertical	2 1/8"	3 3/8"

MECHANICAL REQUIREMENTS

SIZE IN INCHES	WIDTH		DEPTH
Type Size	7"	x	9 1/2"
Trim Size	8 3/8"	x	10 7/8"
Bleed Size	8 5/8"	x	11 1/8"

Halftone Screen: 133 lines maximum

PRODUCTION SPECIFICATIONS

Digital Files: Preferred format is a High Resolution (300dpi) PDF file, provided all the fonts are embedded, and all colour is converted to CMYK. Other acceptable formats are Adobe InDesign, QuarkXPress, and Adobe Illustrator files, if all graphics and fonts are also included. Please include a laser copy for reference. All colour files must be accompanied by a colour proof or separated laser proofs. Publisher assumes no responsibility for accuracy when a proof is not provided.

PUBLISHING DATES

SPRING 2009

Material Deadline: January 21, 2009 **Publish Date:** March 11, 2009

SUMMER 2009

Material Deadline: April 3, 2009 **Publish Date:** May 22, 2009

FALL 2009

Material Deadline: July 23, 2009 **Publish Date:** September 9, 2009

WINTER 2009

Material Deadline: October 22, 2009 **Publish Date:** December 10, 2009

WINNIPEG

1 Wesley Avenue, Suite 301
Winnipeg, MB R3C 4C6
Telephone: 204-480-4400
Toll Free: 1-866-201-3096
Fax: 204-480-4420

TORONTO

5255 Yonge Street, Suite 1000
Toronto, ON M2N 6P4
Telephone: 416-512-8186
Toll Free: 1-866-216-0860
Fax: 416-512-8344

FOR ADDITIONAL INFORMATION CONTACT

Sharon Komoski
e-mail: sharonk@mediaedgepublishing.com