

publishing dates • advertising rates • advertising specifications

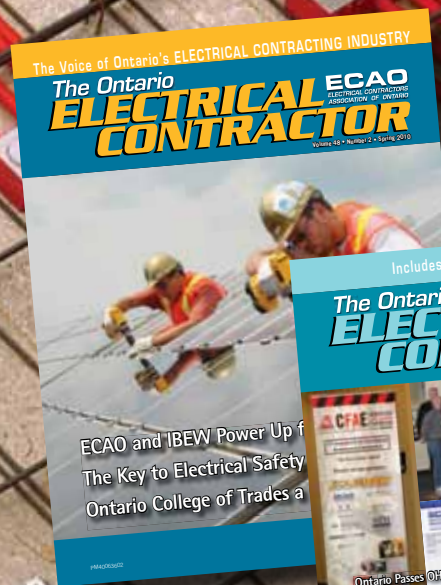
# The Ontario **ELECTRICAL CONTRACTOR**

**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  
**2011**

# ELECTRICAL CONTRACTORS ASSOCIATION OF ONTARIO

For over 60 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

### FOUR COLOUR RATES

SIZE	4X RATE	2X RATE	1X RATE
Full Page	\$2,349.50	\$2,449.50	\$2,599.50
2/3 Page	\$1,989.50	\$2,049.50	\$2,149.50
1/2 (Island)	\$1,569.50	\$1,629.50	\$1,719.50
1/2 Page	\$1,449.50	\$1,499.50	\$1,599.50
1/3 Page	\$1,149.50	\$1,199.50	\$1,299.50
1/4 Page	\$ 999.50	\$1,049.50	\$1,149.50
1/6 Page	\$ 749.50	\$ 799.50	\$ 899.50
1/8 Page	\$ 649.50	\$ 699.50	\$ 749.50

### COVER & PREMIUM POSITIONS - INCLUDES FOUR COLOUR

POSITION	4X RATE	2X RATE	1X RATE
Double Page Spread	\$3,949.50	\$4,149.50	\$4,299.50
Outside Back Cover	\$2,699.50	\$2,799.50	\$2,999.50
Inside Front Cover	\$2,599.50	\$2,699.50	\$2,849.50
Inside Back Cover	\$2,599.50	\$2,699.50	\$2,849.50

**GUARANTEED POSITION: 15% extra**

**ADVERTISING AGENCIES: Please add 15%**

**ADVERTISEMENT PROOF CHARGE: \$25.00**

**BLACK & WHITE RATES: 25% off colour rates**

# 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



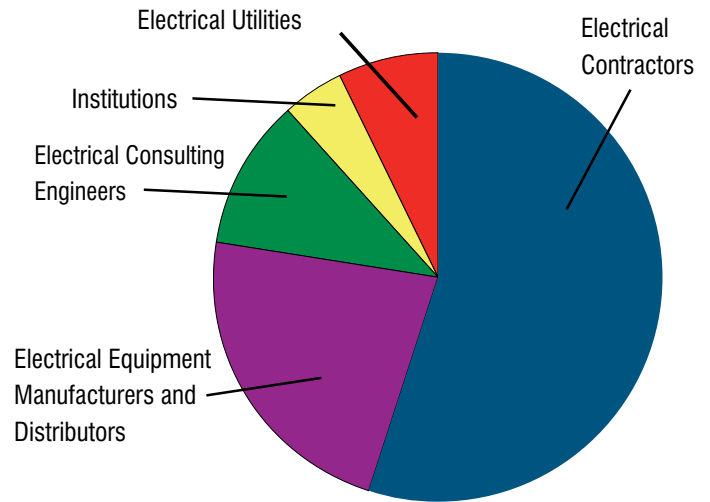
### FLASH

**flv:** flash video file  
**swf:** shockwave file

# 2010 CIRCULATION *Circulation in Ontario (all figures are approximate)*

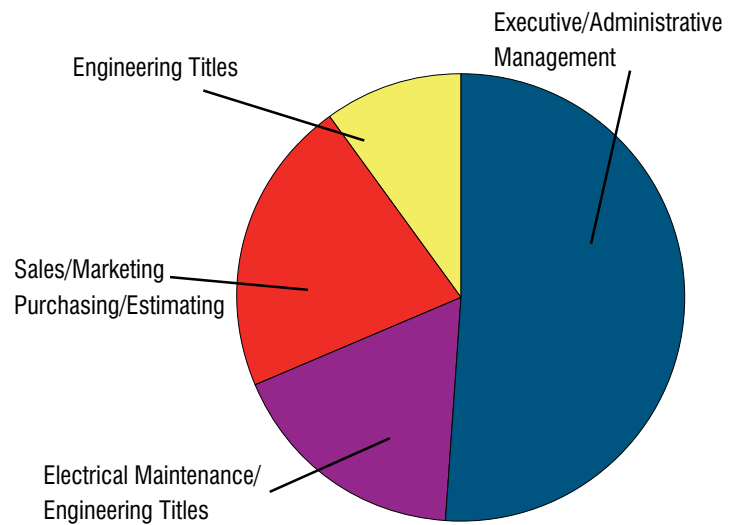
## BREAKDOWN BY BUSINESS/INDUSTRY

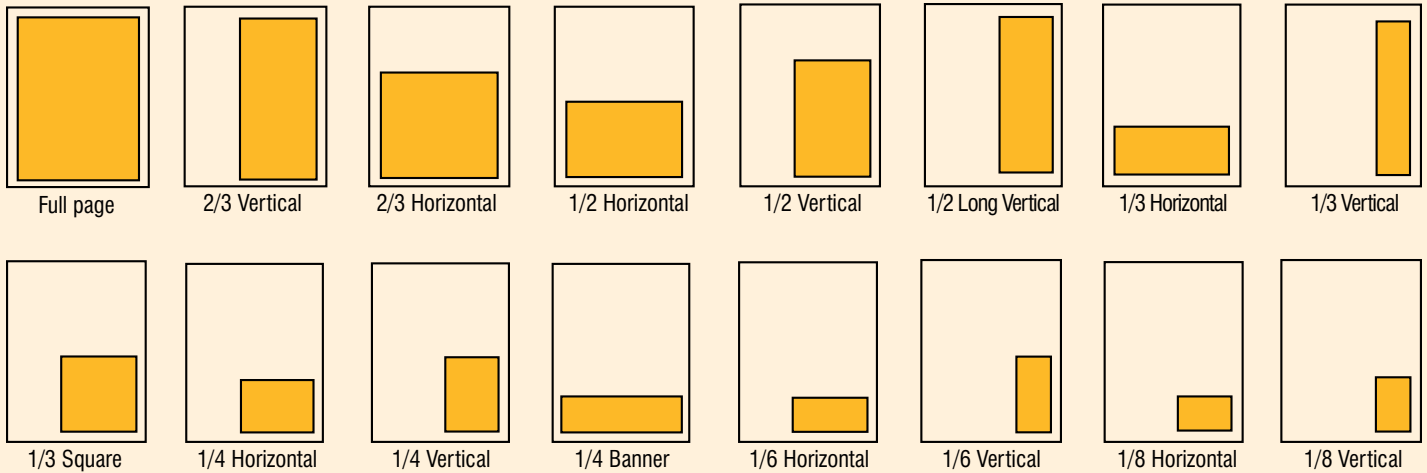
<span style="color: blue;">■</span> Electrical Contractors	3691
<span style="color: purple;">■</span> Electrical Equipment Manufacturers and Distributors	1520
<span style="color: green;">■</span> Electrical Consulting Engineers	723
<span style="color: yellow;">■</span> Institutions	301
<span style="color: red;">■</span> Electrical Utilities	475
<b>TOTAL</b>	<b>6710</b>



## BREAKDOWN BY JOB TITLE

<span style="color: blue;">■</span> Executive/Administrative Management	3074
<span style="color: red;">■</span> Sales/Marketing/Purchasing/Estimating	1287
<span style="color: purple;">■</span> Electrical Maintenance/Engineering Titles	1045
<span style="color: yellow;">■</span> Engineering Titles	586
<b>TOTAL</b>	<b>5992</b>





## 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 2011

**Publish Date:** March 2011

### SUMMER 2011

**Publish Date:** June 2011

### FALL 2011

**Publish Date:** October 2011

### WINTER 2011

**Publish Date:** December 2011

**MediaEDGE**  
PUBLISHING INC.  
www.mediaedgepublishing.com

**WINNIPEG**  
531 Marion Street  
Winnipeg, MB R2J 0J9  
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**  
Joe Strazzullo  
email: joes@mediaedgepublishing.com