



About Construction Canada

Construction Canada is the official publication of Construction Specifications Canada (CSC) and is the only national magazine edited exclusively to meet the needs of architects, engineers, project managers, and specification writers.

What makes the magazine unique is its ability to translate design into reality, the very thing CSC members, architects and engineers do on a daily basis. As technology changes and design principles evolve, construction professionals need access to information that not only reflect these ideals, but also provides commentary on their effectiveness and benefit to the end user. **Construction Canada** does just that.

Articles are written by industry experts and peer-reviewed, ensuring our content is timely, technical, and topical.

Eight times a year, **Construction Canada** delivers a targeted audience of buyers at an exceptional value for your advertising dollar.



The official magazine of Construction Specifications Canada



Audience

Construction Canada has the largest architectural print circulation of any audited trade magazine in Canada. ^[1]

What's more, architects, designers, specification writers, and engineers consistently rank **Construction Canada** as the most useful trade magazine to their work. ^[2]

With an audited qualified audience of over 12,600 ^[3] subscribers, as well as the lowest cost per thousand of any audited trade publication in the AEC industry, we are hands-down your best media buy.

Construction Canada is the market leader in sheer advertising volume for a simple reason: advertising with us works!

Trade magazines AEC professionals find useful in their work. ^[2]

Trade Magazine	Per cent of audience
Construction Canada	85%
SAB Magazine	26%
Award	18%
Building Magazine	46%
Canadian Architect	61%

Value of projects with which our readers are involved. ^[2]

Value of Projects	Per cent of audience
Less than \$1 million	24%
\$1 million - less than \$5 million	39%
\$5 million - less than \$10 million	11%
\$10 million - less than \$20 million	8%

Over \$20 million	18%
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Types of projects with which our readers are involved.^[2]

Type of Projects	Per cent of audience
Commercial (office buildings)	63%
Institutional (MUSH – Municipalities, Universities, Schools & Hospitals)	56%
Industrial	41%
Residential	62%

Key Figures

70%

\$7,774,193

Readers take action as a result of reading Construction Canada.^[2]

Average project value of readers^[2]

Footnotes

Data collected using most recent circulation audit statements and media planners of competing publications
Based on September 2023 Ad Study conducted by the independent research firm, Signet Research, Inc.
Data source: AAM June 2024 audited statement

Editorial Calendar (2025)

January

Theme: Concrete

Special Feature: Manufacturers' Profiles

Bonus Distribution:

- Canadian Concrete Expo
- World of Concrete
- International Roofing Expo

Other Topics:

- Roofing
- EIFS
- Insulation

Space Closing: December 6, 2024

Material Deadline: December 13, 2024

Publishing Date: January 10, 2025

March/April

Theme: Masonry

Bonus Distribution:

- CSC Toronto Building Expo

Other Topics:

- Mass Timber
- Curtain Walls & Glazing
- Waterproofing

Space Closing: January 23, 2025

Material Deadline: January 30, 2025

Publishing Date: February 25, 2025

May

Theme: Roofing

Special Feature: Ask the Expert

Other Topics:

- Walls & Ceilings
- Cladding
- Acoustics

Space Closing: March 14, 2025

Material Deadline: March 20, 2025

Publishing Date: April 11, 2025

June

Theme: Doors, Hardware & Security

Special Feature: Salary Survey

Bonus Distribution:

- CSC Conference
- AIA

Other Topics:

- Paints & Coatings
- Electric Vehicles
- Flooring
- Metals

Space Closing: April 11, 2025

Material Deadline: April 21, 2025

Publishing Date: May 14, 2025

July/August

Theme: Air Barriers

Special Feature: Manufacturers' Profiles

Other Topics:

- Rain Screens
- Metals
- Concrete

Space Closing: June 2, 2025

Material Deadline: June 9, 2025

Publishing Date: July 3, 2025

September

Theme: Sustainability

Special Feature: Signet Ad Study

Other Topics:

- EIFS
- Mass Timber
- Roofing

Space Closing: July 22, 2025

Material Deadline: July 29, 2025

Publishing Date: August 22, 2025

October/November

Theme: Acoustics
Special Feature: Ask the Expert
Bonus Distribution:

- METALCON
- Greenbuild (Digital)

Other Topics:

- Walls & Ceilings
- Insulation
- Metals

Space Closing: September 11, 2025
Material Deadline: September 18, 2025
Publishing Date: October 14, 2025

December

Theme: Curtain Walls & Glazing
Bonus Distribution:

- The Buildings Show

Other Topics:

- Masonry
- Waterproofing
- Flooring

Space Closing: October 24, 2025
Material Deadline: October 31, 2025
Publishing Date: November 25, 2025

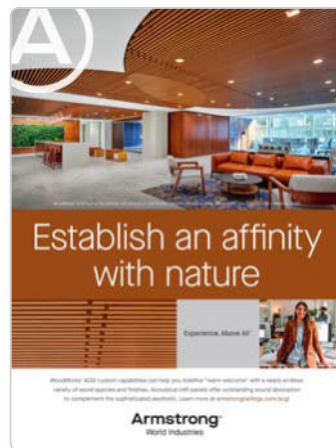
This list outlines the focus or significant articles planned for these issues. Topics are subject to change, so if your advertising plans are critically linked to one of these topics, please let us know.

Cover Tip-ons

Make headlines with **Construction Canada's** Cover Tip-ons. Get noticed and help your brand stand out with this custom-printed opportunity. This high-impact, 2-page tip-on is integrated into the front cover and is designed to look like the real cover. It's the ideal solution to amplify your brand's message and get maximum attention for product launches, innovations and so much more.



Front



Back

Rate: \$9,945/issue (eight issues per year)

There are other effective ways to engage with your audience. Call us today to inquire about Gatefolds, Barndoors, and other unique print opportunities.



Content Marketing

Profiles

Make sure our audience of over 12,000 architects, engineers, and specification writers are aware of your products with a profile about your company.

You supply the text, logo, and images, and we will design the profile for your approval.

Half-page Profile: \$4,390

Full-page Profile: \$5,850

Qualified advertisers receive a complimentary Profile in the January or July issue.

Call for details.

Varco Pruden Buildings is the Ultimate Building Solution

VP Buildings is one of North America's oldest and largest steel-framed building manufacturers. Utilizing pre-engineered components, VP provides a highly functional and effective building method that is both cost efficient and easy to construct. Through a network of about 1,000 authorized dealers throughout North America, VP has the resources to help with your building project.

Whether commercial, industrial or institutional, VP can build, construct thousands of buildings easily utilizing pre-engineered components. VP's computer system known as VP Command, allows architects, engineers and erectors can design, order and build a building to meet the specific needs of your facility with accuracy. VP's experienced professionals work closely with architects, engineers and erectors to build a quality facility to meet your specific needs. VP Buildings is your ultimate building solution.



3200 Players Club Circle, Memphis, TN 38125
vpsales@vp.com

Advertorial

High Performance Roofing Systems

Experience the Firestone difference with the industry's most complete selection of high-performance roofing systems, comprehensive warranties and legendary support. With a 100-year old tradition of excellence, Firestone offers a streamlined, single-source solution to your sustainable roofing needs.

Firestone's high-performance systems include:

RubberGard™ EPDM Roofing Systems

With outstanding performance capabilities and warranty coverage, Firestone's line of EPDM Systems, including RubberGard EPDM, Platinum EPDM, and RubberGard R.M.A., has been the proven choice for nearly 30 years.

UltraPly™ TPO Roofing Systems

Firestone TPO Systems, including UltraPly TPO, Platinum TPO, and UltraPly TPO XR, provide eco-friendly system options and unsurpassed warranty coverage.

Metal Roofing Systems

Design enhancement, energy efficiency and ease of installation are just some of the features Firestone's Metal Roofing Systems offer.

Asphalt Roofing Systems

Firestone SBS and Asphalt Systems provide a variety of roofing solutions to meet any design and installation.

Insulation

From polyiso insulation to cover boards to composites, Firestone provides cost-effective insulation known for their responsible impact on the environment.

Green Roofing Systems

Firestone offers a variety of sustainable Green Systems and accessories, including SkyScape™ vegetative roofing systems and photovoltaic (PV) systems.



Firestone's high-performance roofing systems are backed by the industry's most comprehensive warranties with coverage up to 30 years.

Learn More Next

Firestone Building Products Canada is pleased to offer Building Products University (BPU) Online Education Program which is designed to provide an introduction to various roofing topics. The course uses interactive learning techniques with audio, text, graphics, animation, and videos to present important information and concepts.



All four courses in the online education program comply with AIA and RCI requirements for continuing education credits.

Visit <http://firestonebp.ca/education-training/> to register for free and access all four online courses.

Firestone
BUILDING PRODUCTS • PRODUITS DE BÂTIMENT • CANADA

For more information contact your local Firestone Sales Representative, visit www.firestonebp.ca or call 1-888-292-6265

Product Spotlight

Have your products seen in-print, and we'll also promote them in an additional broadcast to reinforce sales opportunities with an online call to action!

- 1/2 or 1/4 Page Product Spotlight in the print and digital edition
- Placement in a shared Product Spotlight email broadcast focused on delivering product information to specifiers
- Big box ad that runs on rotation on website for one month

1/2 Page Package: \$2,895

1/4 Page Package: \$1,755



Aluflex and CONTRAFLEX One

Aluflex North America is a leader in the used aluminum glass construction, announces a significant advancement in their true aluminum framing system. Utilizing Vetroflex's ground-breaking CONTRAFLEX One interface technology, Aluflex can now provide improved performance in a single, monolithic aluminum solution across all performance ranges.

The Aluflex aluminum framing system is already the preferred choice for a five-star rated solution without compromising on aesthetics with its ability to seamlessly blend with new five-star glass systems. By combining CONTRAFLEX One interface glass technology with Aluflex framing, projects can now incorporate much larger openings, representing an increase of up to 40%. This opens up new possibilities to house bigger windows and brighter, more inviting interiors.

www.aluflex-usa.com



LIQUISTONE®
The Ultimate Exterior Coating!

Our Liquistone product is the ultimate environmental self-coating, designed to transform any surface into a stunning masterpiece. This innovative product offers an unparalleled combination of strength, durability, and aesthetic appeal. Its unique formula creates a smooth, long-lasting finish, adding a touch of luxury to any building facade. Liquistone is weather-resistant, UV-stable and long-lasting, making it perfect for both residential and commercial applications. With a wide range of colors and textures available, Liquistone is the ideal choice for enhancing the beauty and durability of any exterior wall.

www.liquistone.com



What's inside matters

For over 45 years, Gifford's reinforced vapor membranes have protected against moisture infiltration into the building envelope. The patented high-strength grid reinforcement grid provides superior protection and tear resistance to hold up under challenging conditions of installation while continuing to be flexible and lightweight. Gifford's reinforced vapor membranes are a cost-effective way to verify your unique requirements. That's because Gifford's vapor barriers and vapor membranes can prevent water vapor from moisture-related problems. The main reason for installing the transmission of water vapor through the building envelope is to prevent water vapor from condensing within the building structure cavity. For more information, visit www.gifford.com at 800-251-0674.

www.gifford.com



Proven Reliability:
airtight and sustainable

Vaportight membranes were inspired by a frog's permeable, breathable skin, making sustainable choices. Vaportight SA Duct, Advanced was the first self-adhesive, vapor permeable, air barrier system to obtain the Decal Label, placing Vaportight at the forefront of the transparency movement. With millions of square feet installed over the last 25 years, architects, owners, consultants, contractors, and installers have relied on Vaportight SA Duct to create a high performance, airtight, sustainable and assembly. For more information, visit www.vaportight.com at 800-721-7642.

www.vaportight.com | 800-721-7642

Print Sample

CONSTRUCTION

CANADA

Construction Canada is pleased to present the following opportunity for the members. Please note: Canada does not endorse the following products, services or events, and your contact information remains strictly confidential.

CONSTRUCTION CANADA'S PRODUCT SPOTLIGHT



What's inside matters
www.gifford.com

For over 45 years, Gifford's reinforced vapor membranes have protected against moisture infiltration into the building envelope. The patented, high-strength grid reinforcement grid provides superior protection and tear resistance to hold up under challenging conditions of installation while continuing to be flexible and lightweight. Gifford's reinforced vapor membranes are a cost-effective way to verify your unique requirements. That's because Gifford's vapor barriers and vapor membranes can prevent water vapor from moisture-related problems. The main reason for installing the transmission of water vapor through the building envelope is to prevent water vapor from condensing within the building structure cavity. For more information, visit www.gifford.com at 800-251-0674.

Proven Reliability: airtight and sustainable
www.vaportight.com

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LIQUISTONE® The Ultimate Exterior Coating!
www.liquistone.com

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Aluflex and CONTRAFLEX One
www.aluflex-usa.com

Broadcast sample

Ask The Expert

Do AEC professionals understand enough about your solutions?

Construction Canada's Ask the Expert is your opportunity to share a commonly asked question you encounter from professionals responsible for specifying your products. Your products are essential to our audience in getting their projects completed. Ask the Expert is your opportunity to demonstrate how specifying your products will help them reach their goals.

Ask the Expert is featured twice a year in our May and November issues and also includes a short video Q&A with one of our editors. This video will be posted to our video page and promoted in a shared broadcast to our digital audience of over 20,000 subscribers!

The Ask the Expert package includes:

- 1/2 Page print piece featuring a question and answer that you provide
- Posting of your Ask the Expert as an article on our website
- Shared email Broadcast promotion to drive traffic to digital version

Ask The Expert

Do you have a question regarding the capabilities of a product, material, or technique for a project that you are currently working on? If so, then experts may have the answers you are looking for. These leading manufacturers and suppliers have provided solutions to some of the most common questions asked by AEC Community. These responses are provided to help you in your project. For sample questions relating to which product may be best suited for inclusion in your project, please contact us at asktheexpert@constructioncanada.ca.

ASK THE EXPERT

Advertisement

Q: What is IBC Light?
A: We consider ourselves the all-arounder in concrete integration for new and existing concrete slab construction used in flooring and ceiling systems. We accomplish this by both concrete integrals for subfloor and topcoat treatments requiring no moisture testing, adhesion and are warranted to 100% life.

Q: What is your superior in this field?
A: The fact that we have been a combined 50 years of experience in the construction and application industries. Plus, we've recruited 35 of the most experienced concrete professionals to consult and guide customers that the best methods to control water transmission from concrete.

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Q: What can you tell us about your products?
A: Our products are listed as Construction Products (Building Products Category in Division 2) Concrete and Division 2 (Interior Flooring). Our products carry VPS Rating and are listed in Sustainable Materials and BIM. For new concrete, our VPS-1000 integral is formulated for high moisture migration and warranted to 100% life with no moisture testing required. For existing concrete, we provide effective moisture vapor control with our 3-part topical coatings that allow moisture testing and use in just 10 hours.

Q: What's your promise?
A: We stop moisture in its tracks, saving time and costs with less construction expenses.

AUTHOR INFORMATION

David R. Baker, Principal and Founder of IBC Light
has over 30 years of a wide range of problems in the building products industry, including: waterproofing, coatings, and sealers. He is one of the top industry building products sales professionals focused on coatings and coatings applied to concrete.

ISE Logik
ISE Logik is a leading provider of waterproofing, coatings, and sealers. For more information, contact ISE Logik at info@iselogik.com or call 800-451-4514.

Q: Cold coffee on the rise: How automating cold coffee service improves business operations?
A: Almost all of the coffee and beverage companies identified that serving cold brew in their coffee shop or office was messy, inconsistent, and time-consuming. Whether a coffee shop used freshly brewed cold coffee or a coffee concentrate, a barista was still required to brew the coffee, go to the fridge, and grab a cold brew for the customer. If the shop was using concentrate, an added step of manual dilution was required, leaving inconsistent in taste and volume. Therefore, automating cold coffee service makes sense from a workflow, speed, and efficiency point of view. Some were also looking for space-saving equipment as many have limited space.

AUTHOR INFORMATION
Matt Cuddy is the Sales Manager for Cuddy's Coffee Systems, an innovative and leading manufacturer of hot and cold brew coffee-making and brewing equipment. Matt and his team serve retail, distribution, corporate, and other users across a wide variety of markets in the US and Canada, with a focus on enhancing the customer beverage experience. Matt has been in the coffee industry for over 10 years, having worked for some of the top coffee companies in the industry. He is currently the Sales Manager for Cuddy's Coffee Systems, where he is responsible for driving growth in the coffee industry. He is also a frequent speaker at industry events and has been featured in various media outlets. He can be reached at matt@cuddyscoffee.com.

Cuddy's Coffee Systems
Phone: 800-451-4514
Email: info@cuddyscoffee.com
Website: www.cuddyscoffee.com

Q: When it comes to sound control solutions, why is it so important for factory personnel to install the hardware?
A: Installing hardware on IBC doors is a complex task. Some of the complications include 2" x 2" x 1/2" thick doors with 2" x 2" x 1/2" thick doors. Additionally, the hardware is not contained in the door, it is attached to the wall. This means that the hardware must be installed in the wall, not the door. This is a common mistake that can lead to poor performance. The hardware must be installed in the wall, not the door. This is a common mistake that can lead to poor performance. The hardware must be installed in the wall, not the door. This is a common mistake that can lead to poor performance.

AUTHOR INFORMATION
Acoustic, featuring two decades of experience, is a leading provider of sound control solutions. For more information, contact Acoustic at info@acoustic.com or call 800-451-4514.

Acoustic
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Deliverables:

1/2 Page Q&A

- Question and Answer (200 words minimum, 250 words maximum)
- Bio of respondent (maximum 50 words)
- Headshot of respondent (300 dpi)
- Company logo (300 dpi)
- Contact information (Phone, e-mail, and website)

Video

- One of our editors will reach out after booking to receive the questions and schedule a recording date.

Print Rates (2025)

Display Ad Rates

Ad Size	Rate
Full Page	\$5,850
1/2 Page Island	4,680
1/2 Page Vertical / Horizontal	4,390
1/3 Page	3,220
1/4 Page	2,925
Double Page Spread	9,945
1/2 Page Spread	7,465
1/2 Page Product Spotlight	2,895
1/4 Page Product Spotlight	1,755

Cover Ad Rates

Ad Size	Rate
IFC, IBC	\$6,435
OBC	6,730

[Download the Mechanical Spec Sheet](#)

Terms and Conditions

Volume advertising discounts available. Charges are for advertising space only. If applicable, taxes, bank fees (for wire transfers), production charges, or any other sundry cost incurred will be added to the advertising rate.

All advertisements are non-cancellable after the space closing date.

Contract Guarantees

An ad contract in any 12-month period starts from and includes the issue in which an advertiser's first ad appears. When ad frequencies as set forth in a contract schedule are not completed, the advertiser/agency will be re-billed at the actual frequency rate earned.

The publisher reserves the right to place the word "advertisement" with copy which, in our opinion, resembles editorial content. All advertising control position clauses are treated as requests. The publisher cannot guarantee fixed positioning.

Advertisers and/or agencies are responsible for all collection fees and/or legal fees should advertiser and/or agency default in payment of advertising bills.

Advertiser will be held responsible for total due amount should agency default on a payment.

Inserts/Outserts

Provided by advertiser and subject to prior approval by the publisher.

Protective Clause

Kenilworth Media Inc. reserves the right to alter or reject any copy which it feels is not in keeping with publication standards. Advertisers and/or their agencies assume responsibility for any and all claims arising therefrom made against the publisher, and agree to hold the company harmless.

Payment Terms

Net 30 days from date of invoice. 2% per month finance charges on past due balances. Advertisements originating outside of the U.S. or Canada must be prepaid. Extension of credit is subject to the approval of the credit department. First-time advertisers will be required to provide credit information or prepayment due no later than the closing date of the issue.

Kenilworth Media Inc. is a member of EQUIFAX Credit Services. All information about receivables is recorded in the international credit files.

Web Display

Construction Canada's website provides building industry professionals with breaking news and an extensive technical content library, all of which are searchable by keyword, MasterFormat, or Unifomat.

Advertising on our website can significantly increase your exposure to decision-makers who refer to our site when sourcing the latest technologies, building applications, and news.

Wallpaper: \$5,410/month

Includes:

- Exclusive 100% Share of Voice
- Two side panels (200 x 625 pixels)
- Optional background (1920 x 1080 pixels)
- Mobile (320 x 50 pixels)

Leaderboard (728 x 90 pixels): \$1,650/month

Big Box (300 x 250 pixels): \$1,230/month

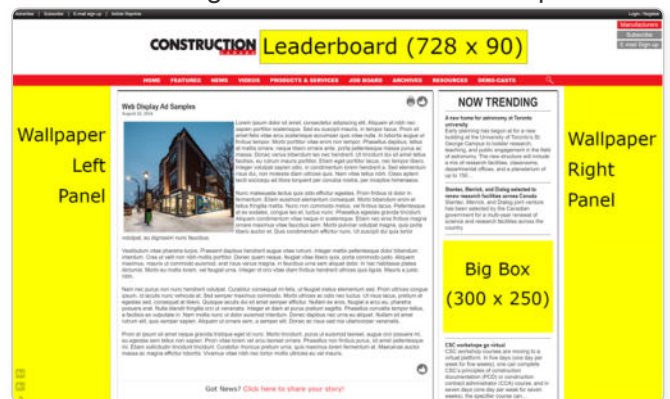
Mobile Revealer (300 x 600 pixels): \$3,090/month

Revealed between content when scrolling on a mobile device.

Specifications

- Maximum file size: 150 kB, 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL

Click image to view interactive sample.



Highlighted Video Advertiser

Showcase your brand and share your story with a qualified audience.

Video display ads offer the chance to feature your brands exclusive video on our highly-visited website for month, in the 'Highlighted Video Advertiser' section.

Don't miss this opportunity to make your brand stand out and connect with your target audience. Reserve your spot now!

Rate: \$3,900

Specifications

- MP4 file, no longer than 4 minutes (Play and impression tracking provided) or
- YouTube or Vimeo embed (Impression tracking only) and
- Link to your website (Click tracking provided)

Click image to view interactive sample.



Online Rates (2025)

Ad Type	Rate	Per
<u>Leaderboard</u>	\$ 1,650	Month
<u>Big Box</u>	1,230	Month
<u>Wallpaper</u>	5,410	Month
<u>Mobile Revealer</u>	3,090	Month
<u>Highlighted Video Advertiser</u>	3,900	Month
<u>Demo-Cast</u>	5,080	Event
<u>Ask Me Anything</u>	5,355	Event
<u>Branded News</u>	1,240	Month
<u>Branded Features</u>	2,135	12 Months
<u>E-Broadcast</u>	4,160	Broadcast
Unqualified Leads Add-on	1,960	Broadcast
<u>E-Newsletter Sponsorship</u>		
One Position	1,180	Broadcast
Both Position	2,335	Broadcast
Monthly Top 5 Newsletter Sponsorship	2,335	Broadcast
Annual Top 10 Newsletter Sponsorship	2,335	Broadcast
Quarterly Themed Newsletter	1,575	Broadcast
<u>Digital Edition Sponsorship</u>	3,945	Issue
<u>Products</u>	265	Month

[Click to download Mechanical Specifications](#)

Volume advertising discounts available. Charges are for advertising space only. If applicable, taxes, bank fees (for wire transfers), production charges, or any other sundry cost incurred will be added to the advertising rate.

Cancellation of display advertisements must be provided in writing at least 5 days prior to the posting date. After this time they are non-cancellable. Sponsored newsletters and e-broadcast dates are exclusive to one advertiser and thus are non-cancellable at any time.

Contract Guarantees

Ad rates are protected on the basis of the rate card in force on the date of first insertion and for a period of 12 months following.

The publisher reserves the right to place the word “advertisement”, “branded” or “sponsored” with copy which, in our opinion, resembles editorial content.

Advertisement size may not be changed after posting date. The publisher requests that electronic files be submitted in an approved format. All extra work/material required to make artwork suitable for posting is chargeable at current production rates.

All changes to the supplied advertising material must be provided in writing and 5 business days prior to the posting date.

Advertisers and/or agencies are responsible for all collection fees and/or legal fees should advertiser and/or agency default in payment of advertising bills. Advertiser will be held responsible for total due amount should agency default on a payment.

Protective Clause

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Demo-Cast Live!

Simply put, a Demo-Cast is a live presentation; your own teleconference with *Construction Canada* subscribers interested in learning about your products. This interactive presentation enables you to present your products as if you are in front of a large group of prospects at a trade show, and to answer their questions in real time!

Each Demo-Cast package includes:

- A 3-week Marketing program (shared email broadcasts, weekly newsletter, and via social media announcements) to promote your event and build registration
- Set-up and delivery support of your 10 to 20-minute presentation
- A 5-minute Q & A session with attendees
- The full registrant list as qualified leads following the Demo-Cast
- Your Demo-Cast archived on our site for a one-year period

All you need to do is present, and we'll do the rest! We'll even perform a dry run with you one week prior to ensure seamless delivery on the day of your Demo-Cast.

Reach: Over 70,000 impressions

Price: \$5,080

Add the edited MP4 file: \$750

Deliverables

- Company logo
- Name and image of the product you are presenting
- A brief description of the product (150 words)
- Seed questions you want to answer about the product (1 or 2)
- Headshots, names and titles of those presenting

FLIR Systems Demo-Cast



MP4 File Terms of Sale

Kenilworth Media Inc., publishers of Construction Canada, will provide clients with a link to the recorded Demo-Cast at no-charge. An MP4 recording of the Demo-Cast is also available to customers for an additional fee of \$750, plus applicable taxes. This fee includes an Official Release allowing customers to re-use and re-purpose the video in an unaltered fashion for both internal and/or external non-promotional or promotional purposes. As such, the Demo-Cast may only be used “as is” and may not be edited through additions or deletions to the original version of any kind, with the exception of any length excerpt(s) taken from the original, as long as these excerpts are not altered in any way or used to misrepresent or otherwise mislead viewers as to what was shown and said in the original Demo-Cast.

Ask Me Anything

An hour-long hop-on hop-off event Q & A session.

We will have you prepare a short intro or slide deck (approximately 10 minutes) to get things started. This is followed up with about 50 minutes of Q&A with our attendees.

Questions are collected at the time of registration and will be provided to you and your team in advance so you can prepare. In addition, attendees can ask questions live for your expert(s) to answer. We'll also collect some questions from you, to ensure you cover all the points you want our audience to know about.

Each Ask Me Anything package includes:

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- Set-up and delivery support of your 10 to 20-minute presentation
- The full registrant list as qualified leads following the Demo-Cast
- Your Ask Me Anything archived on our site for a one-year period

Think of it like a virtual "Lunch and Learn"!

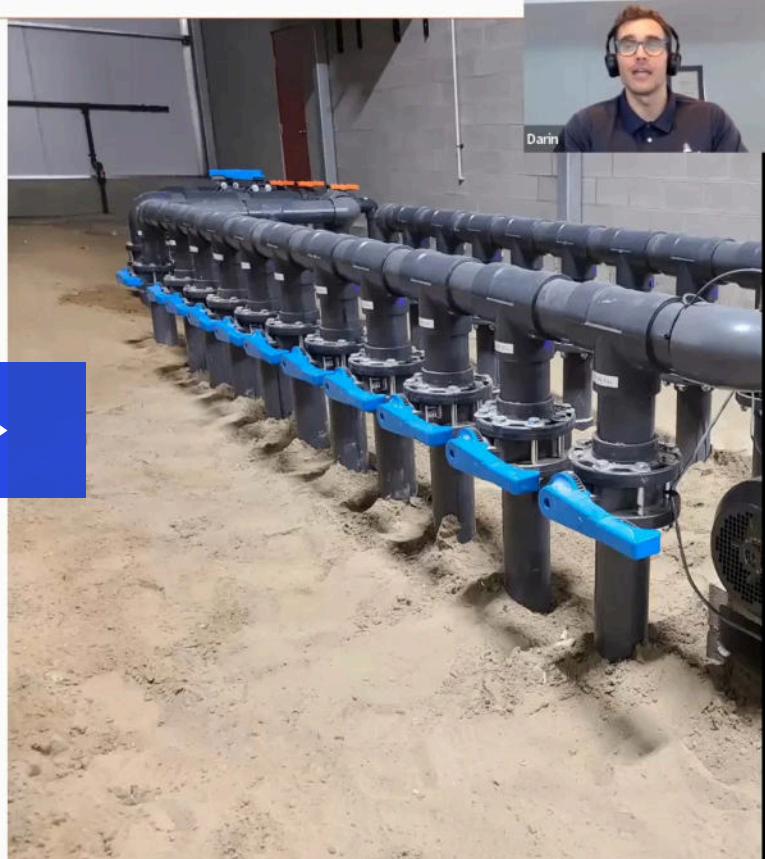
Rate: \$5,355

Add the edited MP4 file: \$750

Ask Us!

Darin Johnson | Market Development Manager
Darin.Johnson@ipexna.com

Alex Whalen | Product Specialist – Industrial
Alex.Whalen@ipexna.com



MP4 File Terms of Sale

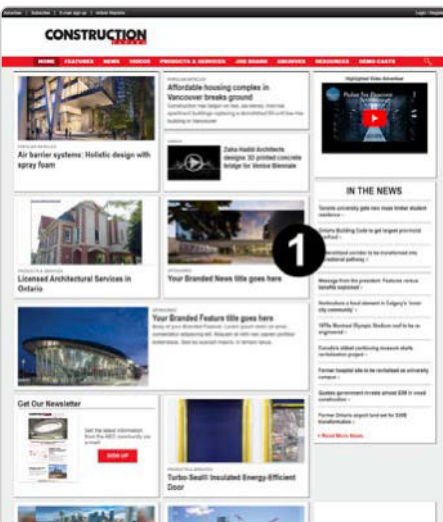
Kenilworth Media Inc., publishers of Construction Canada, will provide clients with a link to the recorded Ask Me Anything at no-charge. An MP4 recording of the Ask Me Anything is also available to customers for an additional fee of \$750, plus applicable taxes. This fee includes an Official Release allowing customers to re-use and re-purpose the video in an unaltered fashion for both internal and/or external non-promotional or promotional purposes. As such, the Ask Me Anything may only be used “as is” and may not be edited through additions or deletions to the original version of any kind, with the exception of any length excerpt(s) taken from the original, as long as these excerpts are not altered in any way or used to misrepresent or otherwise mislead viewers as to what was shown and said in the original Ask Me Anything.

Branded News

Branded News promotes new product launches as well as new resources, such as literature, websites, and software. Marketers receive a dedicated content page that is promoted via:

Home Page
News Section
E-Newsletter
Social Media
Deliverables

- Headline (up to 10 words)
- 200 words of supplied text (including hyperlinks)
- Two images



Rate

\$1,240 per posting/month

Specifications

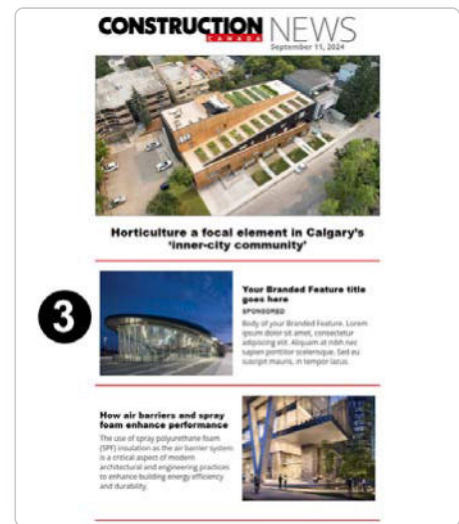
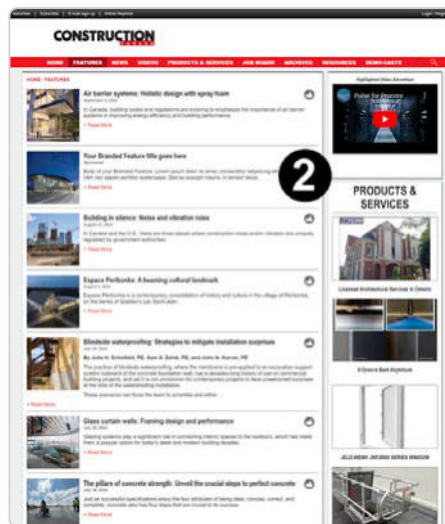
- Accepted text formats: Doc, Docx, Txt
- Accepted image formats: GIF, JPEG, and PNG, 72 DPI, up to 250 kb per image
- Advertiser to provide URL(s)

Branded Features

Archived for one year, and free from other advertisements, this dedicated content page is searchable and indexed by category (*MasterFormat/UniFormat*). It may contain multiple images and/or video treatments, and is promoted via:

Home Page
Features Section
E-Newsletter
Social Media
Deliverables

- Headline (up to 10 words)
- 4000 words of supplied text (including hyperlinks)
- Multiple images
- Graphs and charts
- YouTube/Vimeo URLs



Rate

\$2,135 per posting/year

Specifications

- Accepted text formats: Doc, Docx, Txt
- Accepted image formats: GIF, JPEG, and PNG, 72 DPI, up to 250 kb per image

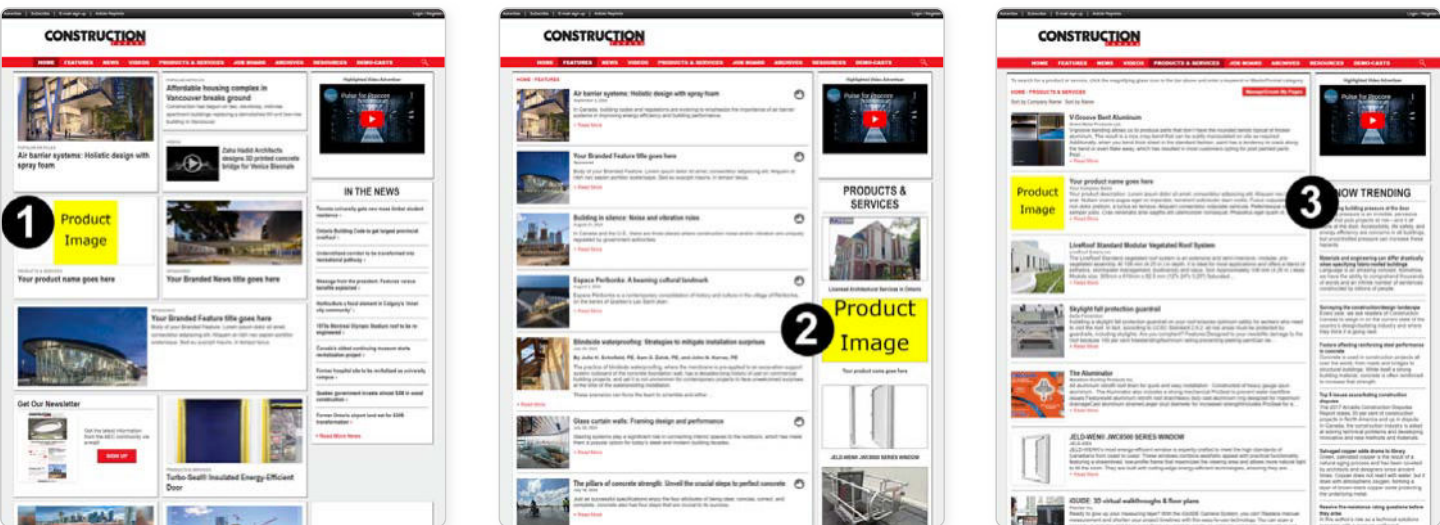
- Accepted video formats: YouTube, Vimeo
- Advertiser to provide URL(s)

Products & Services

Promote specific products or services in context with relevant editorial features and ensure you are reaching the right decision-makers at the right time. All articles are searchable by keyword/Masterformat category and so are the advertised products or services.

Marketers receive up to three product/service profiles which are promoted via:

- Home Page
- Features Section - related products are served in context with user-selected content and appear alongside technical articles with similar themes
- Product Section - searchable by category and keyword



Rate: \$265 per month (minimum three month purchase)

Build your product portfolio now and get three product/service listings and four months free if you book an annual program.

Deliverables

Go to **Manufacturers' Area** and create your product profile.

- Product name up to 10 words

- Up to 200 words of text
- One product image (GIF, JPEG, PNG, 72 dpi, max 500 kb)
- Up to 5 hyperlinks (product spec sheets, catalogues, videos, etc.)
- Contact info (telephone, e-mail, website)



E-Broadcasts

E-broadcasts are effective in generating leads and driving traffic to your website. Sent under the trusted banner of Construction Canada, your custom e-broadcast reaches an active and engaged audience of decision-makers instantly, offering immediate results. Construction Canada's subscriber list is 100% compliant with Canadian anti-spam legislation.

Reach: 21,000 recipients

Rate: \$4,160

Lead generation programs are available for all custom e-mail broadcasts. Ask us how we can help you get more out of your broadcasts!

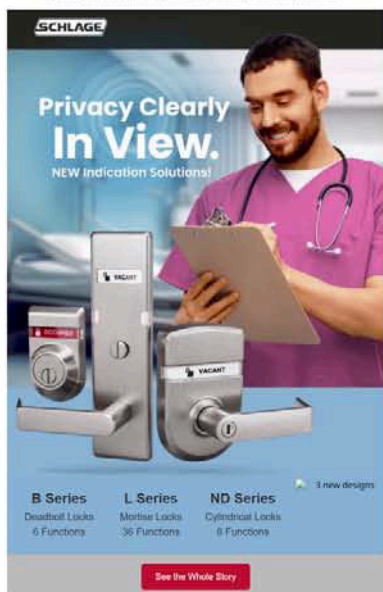
Non-Qualified Lead Option:

After sending your broadcast, you have the option to purchase the list of recipients who clicked your email! This lead report will provide the name, company, mailing address and phone numbers of each recipient who engaged with your email (where provided by the subscriber).

Rate: \$1,960

Specifications

- HTML, including embedded hyperlink(s) and images
- Subject line
- List seeds
- Maximum width 750 pixels



SCHLAGE

Privacy Clearly In View.
NEW Indication Solutions!

B Series
Deadbolt Locks
6 Functions

L Series
Mortise Locks
36 Functions

ND Series
Cylindrical Locks
8 Functions

3 new designs

[See the Whole Story](#)

Design for the health care industry with privacy clearly in view.

7New visual indication trims from Schlage let building occupants see when a space is occupied or not. Create a space that respects privacy, improves convenience and prevents unintended interruptions with the proven quality, durability and reliability of Schlage products.

-  **Largest viewing windows** feature patented, 180-degree visibility
-  **Tamper-resistant designs** help deter attacks on lock security
-  The confidence of **Grade 1 quality, reliability and durability**
-  **Dual indication options** for the L and B series confirm status on both sides of the door
-  **Red and white fields** allow color-blind individuals to easily see locked status

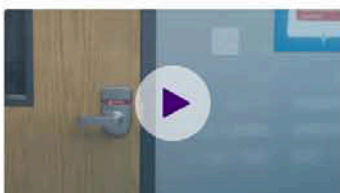
In addition to our privacy line of indicators (occupied/vacant), be sure to check out our security options (locked/unlocked).

[Explore More](#)



Watch the Video

See all of the unique applications where our innovative visual indicators can be used.



Get the Whole Story

Sign up to receive product updates, news and information from Schlage Commercial sent directly to your inbox.

[Newsletter Signup](#)

CHECK US OUT ON SOCIAL??



E-Newsletter Sponsorship

Weekly Newsletters

Featuring breaking news from Canada's building industry, **Construction Canada News** is e-mailed each Wednesday to over 20,000 architects, engineers, project managers, and specification writers. E-newsletter sponsors receive two exclusive "above-the-fold" advertising positions:

Leaderboard (728 x 90 pixels)

Big Box (300 x 250 pixels)

Reach: 22,000 recipients

Frequency: Weekly

Rate:

- Both positions: \$2,335
- One position: \$1,180

Deliverables

- Leaderboard (728 x 90 pixels)
- Big Box (300 x 250 pixels)

Specifications

- Maximum file size: 150 kB, 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL

1. Leaderboard

CONSTRUCTION NEWS
CANADA
September 11, 2024



Horticulture a focal element in Calgary's 'inner-city community'



Underutilized corridor to be transformed into recreational pathway

The Durham Meadowway is a proposed pedestrian and cycling route and linear park, connecting people to destinations across more than 30 km (18.6 miles) in Durham, Ontario.

How air barriers and spray foam enhance performance

The use of spray polyurethane foam (SPF) insulation as the air barrier system is a critical aspect of modern architectural and engineering practices to enhance building energy efficiency and durability.



2. Big Box



Ontario Building Code to get significant changes in 2025

The 2024 Building Code will streamline processes for the sector and increase harmonization with the National Construction Codes by eliminating around 1,730 technical variations between the provincial and national requirements.

Top Stories Newsletters

Every month *Construction Canada* sends our newsletter subscribers a special top stories newsletter. January through November these newsletters feature the top 5 news stories of the month. In December we go even bigger, revealing the top 10 news and features of the entire year! Don't miss your opportunity to be part of these highly engaging newsletters as an exclusive sponsor – space is extremely limited.

Reach: 22,000 recipients

Rate: \$2,335

Deliverables

- Leaderboard (728 x 90 pixels)
- Big Box (300 x 250 pixels)
- URL(s)

Specifications

- Maximum file size: 150 kB, 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL

1. Leaderboard

CONSTRUCTION
CANADA

Top 5
of August

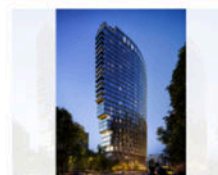
Top 5 News Stories of August 2024



1. Burnaby to get \$267M mass timber community centre

2. B.C. to soon get a new immersed eight-lane tube tunnel

Cross Fraser Partnership, a consortium of four architecture companies in Canada, has been selected to design the next stage of the new eight-lane tunnel that will replace the Fraser River Tunnel.



3. Toronto to get another flatiron building, clad in bronze metal

Capital Developments recently broke ground on Park Road, a new flatiron condominium in Yorkville, Ont.

2. Big Box

4. Ontario to invest \$3.5M in mass timber to further operations

The Ontario government is investing \$3.5 million in Element5, a manufacturer of cross-laminated timber (CLT), to help the mass timber manufacturer expand its operations.



Quarterly Themed Newsletters

Get featured in our industry-specific quarterly newsletters, reaching thousands of email subscribers looking for content like yours.

Benefit from a shared Digital Advertorial, a link to your content on our website, and a URL link back to your site. Maximize your brand's visibility and connect with the right audience today!

Reach: 21,000

Rate: \$1,575

Specifications

- Headline (up to 10 words)
- 200 words of supplied text (including hyperlinks)
- Two images
- 50-word summary for use in the broadcast

Digital Edition Sponsorship

Each issue *Construction Canada* sends out a digital edition email notification to our subscribers so they can enjoy reading the interactive edition on their tablet, laptop, or desktop. The Digital Edition Sponsor is exclusive, limited to one advertiser per edition.

Full-page ad placed adjacent to the front cover.

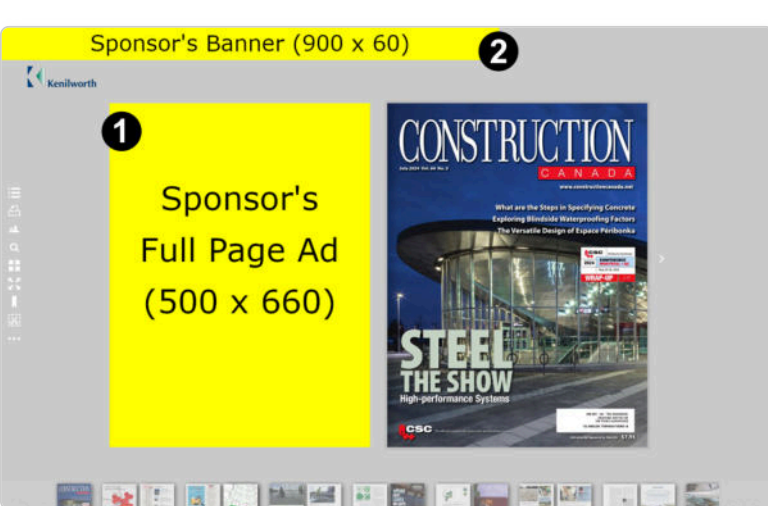
Exclusive top-of-page banner, visible on every page.

Promotion in our Digital Edition notification e-mail including your logo and 300-word profile

Weekly promotion to over 22,000 E-Newsletter recipients.

Leads! A list of mailing addresses and phone numbers of subscribers who clicked your content

Rate: \$3,945/issue



Deliverables

- Logo (200 x 150 pixels)
- Full-page ad (500 x 660 pixels)
- Banner (900 x 60 pixels)
- 300-word company profile/description

Specifications

- Maximum file size: 72 dpi, RGB
- Accepted formats: GIF, JPEG, and third-party tags
- Advertiser to provide URL

E-books

Each month, **Construction Canada** publishes a special focus e-book on our most sought-after topics, curated by our editorial staff and e-mailed to more than 20,000 recipients. Architects and specifiers with a specific interest in solutions within your area of expertise will be reading this e-book. Secure your exclusive sponsorship and be seen as the leader in your market segment.

Each e-book is promoted via:

- E-broadcast notification
- Home page placement
- Newsletter
- E-book page monthly feature
- Social Media

Rate: \$13,195



Click image to view interactive sample

Deliverables

- Up to five ads:
- Half page: 5.6" x 7" @ 300dpi
- Full page: 11.2" x 7" @ 300dpi
- No bleed required
- Company Logo (Minimum 2" x 1" @ 300dpi)



Custom Market Research

Why do research?

Market intelligence is more important now than ever before. Conducting a research project uncovers the data necessary to make informed business decisions on issues such as:

- Brand awareness and market position
- Market changes
- Customer market insights
- Validating market assumptions
- Measuring the effectiveness of marketing initiatives
- Identifying new opportunities
- Market insights on new and existing products

Why do custom market research with us?

We deliver third-party managed research which means it can be conducted with or without respondents being aware of who the research is being conducted by to eliminate unbiased results.

You reach our full audience. One of the greatest factors impacting the success of any research project is the ability to get enough responses for meaningful results. We take this issue off the table with a marketing strategy that ensures the results will be statistically valid.

Delivery of the survey is to recipients who we are engaged with us already. This means the expected results will be higher than sending standalone surveys out to potential respondents who don't have a connection to who is delivering it.

Custom research can be a great lead generation tool when incentives are added to gather respondents' contact information...anyone who takes the time to provide you with their responses and information is a highly qualified lead.

We provide a turnkey research solution to fit your needs...from working with you on developing survey questions to delivering the final report, we take the work off your hands.

Ranging from economical online polls to full market studies, we have research options to fit any budget!



Signet Research Ad Study

Understanding your advertising needs is key to **Construction Canada**. The AdStudy[®] conducted in the September issue by the independent firm, Signet Research Inc., is an invaluable resource. This study analyses the performance of full-page advertisements based on specific characteristics with feedback from our readers – your clients – allowing you to evaluate your marketing strategy and refine your message.

Rate: \$2,295

(Price does not include cost of full-page advertisement in September)

Frequency Benefit: Ad studies are provided free of charge to full-page advertisers who invest in the studied issue plus two other issues within the same calendar year.

Ad size: 8.375" x 11"

Space Closing: July 22, 2025

Webinars

Looking for a better way to engage customers and prospects?

A sponsored webinar could be your solution!

Webinars are one of the best options for content marketing and promoting your expertise in providing solutions to the market. They are also a valuable lead generation tool as people who are willing to dedicate the time to participate are highly qualified.

We make executing them simple by doing all the marketing, hosting and logistics involved. You only need to supply the presenter and the content.

- Webinar length is a maximum of 60 minutes (including a 10-15 minute Q&A session).
- We will assist in copy review, supply the moderator and provide the expertise to assure a successful event.
- Each webinar is supported by a custom marketing campaign to achieve the best result and includes an online landing page, E-newsletter promotion, dedicated targeted email broadcasts, promotion through social media channels and your event is featured on our website home page and webinar section.
- We will supply you with a registration broadcast HTML so you can promote the webinar to your customers.
- You have the opportunity to get valuable feedback by asking participants two openended polling questions during the live webinar and two multiple-choice questions in the post-webinar survey.
- You have the option of running a 30 second pre-roll commercial at the beginning of the webinar or a full page static slide.
- Full analytics reporting including contact information for registrants and attendees will be supplied within a week following the live webinar.
- We will also host the finished webinar (webcast) on our website for 12 months following the live webinar and provide ongoing marketing throughout the year.

Rate: \$8,525 (topic subject to approval)

Add the edited MP4 file: \$750

Kenilworth Media Inc., publishers of Construction Canada, will provide clients with a link to the recorded Webinar at no-charge. An MP4 recording of the Webinar is also available to customers for an additional fee of \$750, plus applicable taxes. This fee includes an Official Release allowing customers to re-use and re-purpose the video in an unaltered fashion for both internal and/or external non-promotional or promotional purposes. As such, the Webinar may only be used “as is” and may not be edited through additions or deletions to the original version of any kind, with the exception of any length excerpt(s) taken from the original, as long as these excerpts are not altered in any way or used to misrepresent or otherwise mislead viewers as to what was shown and said in the original Webinar.