

# About Sign Media Canada

Published eight times a year, **Sign Media Canada** is the only publication dedicated to serving the entire Canadian sign and graphics community. In addition to an established audience of sign professionals, **Sign Media Canada** reaches companies in the print graphics, digital imaging, and advertising fields, reflecting the growing stature of signs as a hot, new advertising medium.

For over a decade, we have served this dynamic market, reporting on technology, trends, products and processes, from innovative vehicle graphics to larger-than-life banners. As the sign, print graphics, digital imaging and advertising markets converge, we are here to help readers manage change and plan for the future.

\*All rates contained herein are in gross dollars.



## Audience

**Sign Media Canada** readers are seasoned professionals with extensive experience in the industry. According to the 2023 Sign Media Salary Survey <sup>[1]</sup> conducted by Sign Media Canada, nearly 50% of readers have been in the industry for more than 20 years. This level of expertise means they have the knowledge and influence to drive purchases of the products and services advertised in the magazine or online at [www.signmedia.ca](http://www.signmedia.ca).

### Areas of work which the companies of our readers perform <sup>[2]</sup>

Area of Work	Per cent of readers
Sign Makers	74.5%
Printers	15.5%
Sign Making Advertising Services	2.6%
Sign Making Graphic Services	3.9%
Sign Related Industries	3.3%
Other Allied to the Field	0.2%

### Geographic breakdown of readers by province <sup>[2]</sup>

Province/Territory	Per cent of readers
Alberta	11.5%
British Columbia	14.2%
Manitoba	3.1%
New Brunswick	1.9%
Newfoundland and Labrador	0.7%
Northwest Territories	0.1%
Nova Scotia	2.7%
Ontario	46.2%

Prince Edward Island	0.3%
Quebec	16.7%
Saskatchewan	2.6%
Yukon	0.1%

## Annual revenue volume of our readers' businesses <sup>[1]</sup>

Anual Revenue	Per cent of respondents
Less than \$250,000	5.1%
\$250,000 - \$599,999	23.7%
\$600,000 - \$999,999	23.6%
\$1,000,000 - \$3,000,000	18.6%
\$4,000,000 - \$9,000,000	18.6%
\$10,000,000 or more	10.2%
Not Sure	5.1%

### Key Figures

7,004

Print Reach <sup>[2]</sup>

12,000

E-mail Reach

### Footnotes

1. Based on the June 2023 Sign Media Canada Salary Survey
2. Data Source: AAM statement, June 2024



# Editorial Calendar (2025)

## February

### Product Spotlight

Digital Printing  
Sign Installation  
Eco-friendly substrates  
LEDs / Letters

**Space Closing:** January 8, 2025

**Material Deadline:** January 15, 2025

**Publishing Date:** February 7, 2025

## April

### Spring Show Issue Ask the Expert

AI integration in digital signage  
POP - Exhibits & Displays  
Installation Equipment - Cranes & Lifts  
Substrates - Vehicle Graphics

**Space Closing:** February 19, 2025

**Material Deadline:** February 26, 2025

**Publishing Date:** March 21, 2025

## May

### Tech Review

Digital Printing  
Digital Signage  
Signmaking Hardware - CNC & Routers  
Laser Engraving

**Space Closing:** April 1, 2025

**Material Deadline:** April 8, 2025

**Publishing Date:** May 2, 2025

## June

### Product Spotlight

Digital Printing  
Trends and applications of AI in OOH  
Substrates  
Solvents - Paints, Coatings & Inks

**Space Closing:** May 9, 2025

**Material Deadline:** May 16, 2025

**Publishing Date:** June 11, 2025

## August

### Manufacturers' Profiles

Digital Printing  
Retail Signage  
POP  
Textile

**Space Closing:** June 20, 2025

**Material Deadline:** June 27, 2025

**Publishing Date:** July 23, 2025

## September

### The Fall Show Issue

Digital Printing  
Innovations in Screen Printing  
OOH  
Substrates - Vehicle Graphics

**Space Closing:** July 28, 2025

**Material Deadline:** August 5, 2025

**Publishing Date:** August 28, 2025

# November

**Integrated Featured Advertiser  
Special  
Ask the Expert  
BOCSles Winners**

Digital Printing  
Sustainability  
Installation Equipment  
Substrates - Vinyl Application

**Space Closing:** September 15, 2025  
**Material Deadline:** September 22, 2025  
**Publishing Date:** October 16, 2025

# December

**2026 Buyers' Guide  
Industry Reports Issue**

Digital Printing  
AI-Powered Efficiency in Wayfinding  
Substrates - Magnets  
OOH

**Space Closing:** October 22, 2025  
**Material Deadline:** October 29, 2025  
**Publishing Date:** November 28, 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.

## Departments

- Industry News
- Last Impression
- Shop Talk
- Signmaker Profiles
- 'How To' Photo Essays





## Cover Tip-ons

Make headlines with **Sign Media 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.

**Rate:** \$8,120/issue (eight issues per year)

Looking for something with even more impact? We can do barndoors, gatefolds, and more! Contact your account manager for a quote or to learn more.

## Content Marketing

### Profiles

Make sure our audience of nearly 10,000 sign and graphics professionals have the important details about your products with an advertorial profile.

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

Receive a complimentary Profile in the **August issue** with a qualifying ad program!

**Half-page Profile:** \$3,585

**Full-page Profile:** \$4,775

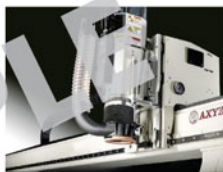
Click images to view interactive sample.

#### CNC Routers Manufactured in Canada

**A**XYZ International is a leading global manufacturer of computer numerical control (CNC) router systems. Designed and built at a state-of-the-art factory in Burlington, Ont., XYZ CNC routers are supplied and supported through a global network of sales offices and authorized dealers.

With 25 years of experience and more than 10,500 CNC routers built and installed worldwide, XYZ has a solution for all industries. And with more than 366,918 standard machine configurations, XYZ specializes in matching its machinery to its customers' unique needs and budgets.

XYZ has earned the respect of thousands of people, companies and customers around the world for building high-quality CNC routing systems. If you're interested in the world of CNC, head over to [www.axyz.com](http://www.axyz.com) and learn more about the company and its products.



[www.axyz.com](http://www.axyz.com) | [enquiries@axyz.com](mailto:enquiries@axyz.com) | (800) 361-3408

#### Signage Creation with Epilog Laser



**E**pilog's powerful, user-friendly laser cutting and engraving systems make it easy to create unique and interesting signage at the touch of a button.

In the original 1988, Epilog Laser is the leading designer and manufacturer of laser cutting and engraving systems that are used extensively throughout the sign industry. These versatile tools can engrave and cut today's most popular sign materials, including wood, acrylic, plastic and much more.

Creating signage is one of the most popular applications for Epilog Laser systems. As more and more shop owners will attest, using a laser to create sophisticated, multi-dimensional signage is significantly faster than using traditional signmaking methods.

From point-of-purchase (POP) displays to directional signage to outdoor signage and well beyond, Epilog's systems deliver the highest-quality cutting and engraving results. Contact us today to receive a full information packet or set up a demonstration!



Epilog Laser Canadian Headquarters  
Tel: 905-608-1188  
E-mail: [sales@epiloglaser.ca](mailto:sales@epiloglaser.ca)

# Product Spotlight

Reach decision makers in print and by email with just one ad!

- ¼ page spotlight in print (February and June issues)
  - Included in two shared broadcasts immediately prior to upcoming industry events
- Just send 100 words of text, an image, headline, and your company website, and we'll do the rest!

Rate: \$1,180



### Sign Lighting / Gooseneck Lighting

Made according to your specifications, our gooseneck lighting fixture are specially designed for signage, as we work close with the signage manufacturer, we are able to assist you with your requirements. We also offer many options, such as a double fixture to lights double side sign. Visit our website [WWW.PICKALIGHT.CA](http://WWW.PICKALIGHT.CA), so you can get a preview of your choices like arm, reflector and color that fits your needs better. We manufacture the classical gooseneck lighting since 1970. The gooseneck lighting fixtures could be used in different kind of projects as signage lighting, garage entrance, commercial outdoor design, etc....

[www.pickalight.ca](http://www.pickalight.ca)



### Quality Fabricated Let-R-Edge Letters & Logos

Grant Illuminated Signs will build you anything you want! From LED illuminated front and backlit Let-R-Edge fabricated letters, to large scale illuminated acrylic faced fabricated aluminum letters, or even custom fabricated stainless steel cut out letters and logos. We'll build them to your specifications, or provide specifications if you need. We'll help you with the process at any stage along the way. Grant Signs will manufacture the signage you need, we'll send you the sign to your designs and we'll build the signage you need. Give us a call at 1-250-287-8558 to order your letters today!

[www.grantsigns.ca](http://www.grantsigns.ca)



### Interchangeable Portable Sign System

Curbside Signs' inventor, Dino Cavaleri, has over 30 years experience in the sign industry. His invention rose out of a need for affordable temporary sign options. Curbside Signs interchangeable portable sign system holds up to five lockable double sided panels per side for a total of 20 different sign options! Offer your customers reflective, dry erase, magnetic, chalk board, reader board panels, and more! The full colour graphics will outshine your competitors. Purchase and rent it out for a quick return on your investment. Bulk purchase pricing available. The frame breaks down and ships in a box. Contact us at 705-360-1000. Multiple Panels Means. More Sales for You!

[www.curbsidesigns.ca](http://www.curbsidesigns.ca)



### Made locally with full support!

Along with our line of monochrome LED displays, Nu-media offers 10mm and 16mm full colour outdoor LED displays with vandal resistant non glare Lexan faces, manufactured here in Mississauga, Ontario and are fully CSA certified. Also brought in are a solid line of 4mm, 6mm 8mm that are UL certified. All are offered with a 5 year limited parts warranty. In addition we manufacture Fuel Price and Time Temp displays.

Quality Led Since 1981!

[www.nu-mediadisplays.com](http://www.nu-mediadisplays.com)

www.signmedia.ca

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Sign me up! Your single source for signage solutions

Sign Media Canada is pleased to present the following opportunities for our readers. Sign Media Canada does not endorse the following products, services or events and your contact information remains strictly confidential.



#### Special Introductory Pricing from Atara Signs

In February 2018, Atara Sign Manufacturing took over operations of Atara Signs in Markham, Ontario. With experienced staff and a fresh management approach, Atara Signs has streamlined manufacturing and delivery processes to better serve our customers from the retail, trades and architectural sign industry. Atara Signs uses the latest technologies while maintaining traditional craftsmanship and techniques to produce top quality channel letters, logo boxes, and specialty signs. We look forward to building business relationships with members of the Sign Association of Canada. **Contact us and mention this ad to receive an additional 10% discount on our special introductory pricing.**

[atarasigns.com](http://atarasigns.com)



#### Router Knife Combo

ARPI's Trident Series is a CNC router-knife combo machine that provides maximum versatility by offering a choice of routing speeds and tool knives that can be either tangential, axial or a combination of the two. Both 50 and 70" the Trident can easily process a multitude of materials including aluminum, vinyl, foam, and more. Process areas range from 60 to 80 inches and the option of virtually any angle required. Loaded with features and manufacturing right here in Canada, the Trident is a one-stop shop for digital processing signs and graphics, point of sale, and lighting applications.

[www.arpi.com](http://www.arpi.com)



#### The Best Product Ever

GLOBAL LUX provides the most innovative and complete solution for your sign needs. We offer a complete line of products for your sign needs, including all the components you need to create a complete sign system. We offer a complete line of products for your sign needs, including all the components you need to create a complete sign system. We offer a complete line of products for your sign needs, including all the components you need to create a complete sign system.

[www.globallux.com](http://www.globallux.com)



#### Quality Fabricated Let-R-Edge Letters & Logos

Grant Illuminated Signs will build you anything you want! From LED illuminated front and backlit Let-R-Edge fabricated letters, to large scale illuminated acrylic faced fabricated aluminum letters, or even custom fabricated stainless steel cut out letters and logos. We'll build them to your specifications, or provide specifications if you need. We'll help you with the process at any stage along the way. Grant Signs will manufacture the signage you need, we'll send you the sign to your designs and we'll build the signage you need. Give us a call at 1-250-287-8558 to order your letters today!

[www.grantsigns.ca](http://www.grantsigns.ca)



#### Sign Cans with EK-7 Extrusions

The addition of EK-7 extrusion frames to our sign cans makes inserting your sign face simpler with less opportunity for the face to bend and distort. In addition, a pre-installed hinge on the top of the frame will provide easy access to your electrical components for easy maintenance. Our sign cans are customizable to any dimensions. The body of the sign cans are constructed of 16ga painted steel with white on the inside for improved light reflectivity.

[www.grantmetal.com](http://www.grantmetal.com)



#### Interchangeable Portable Sign System

Curbside Signs' inventor, Dino Cavaleri, has over 30 years experience in the sign industry. His invention rose out of a need for affordable temporary sign options. Curbside Signs interchangeable portable sign system holds up to five lockable double sided panels per side for a total of 20 different sign options! Offer your customers reflective, dry erase, magnetic, chalk board, reader board panels, and more! The full colour graphics will outshine your competitors. Purchase and rent it out for a quick return on your investment. Bulk purchase pricing available. The frame breaks down and ships in a box. Multiple Panels Means. More Sales for You!

705-360-1000 / [www.curbsidesigns.ca](http://www.curbsidesigns.ca)



# Ask The Expert

Do sign professionals understand enough about your solutions?

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

Ask the Expert is featured once a year in our November issue and also includes a digital version posted to our website for one year! This online post will be promoted in a shared broadcast to our digital audience of over 10,000 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



**Rate: \$4,390**

## 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)

## Print Rates (2025)

### Display Ad Rates

Ad Size	Rate
Full Page	\$4,775
1/2 Page Island	3,820
1/2 Page Vertical / Horizontal	3,585
1/3 Page	2,865
1/4 Page	2,390
Double Page Spread	8,120

### Cover Ad Rates

Ad Size	Rate
IFC, IBC	\$5,255
OBC	5,495
FC (Tip-on)	10,980

### Marketplace Rates

Ad Size	Rate
1/6 Page	\$740
1/8 Page	595
1/12 Page	480

[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

ONLY IN THEATRES  
December 15  
EXPERIENCE IT IN IMAX

**Sign Media Canada's website** provides sign and graphics professionals with breaking industry news, project spotlights and installations as well as industry appointments, and events. Advertising on our website can significantly increase your exposure to decision makers who refer to our site when sourcing the latest technologies, best practices and news.

. Leaderboard (728 x 90 pixels): \$1,685/month  
Big Box (300 x 250 pixels): \$1,360/month

## 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.





## High Impact Ad Units

We pride ourselves on being able to deliver the best digital options for your marketing programs. These online High Impact ad units produce superior results than standard ad sizes, providing you with:

- Larger, interactive image area
- A more dynamic viewer experience
- Stronger engagement
- Higher brand interaction
- More clicks

Click image to view interactive sample.



## Mobile Reveal

Exclusive banner (300 x 600 pixels) that is revealed between content when scrolling on a mobile device.

Rate: \$970/month

## Wallpaper

Desktop: 1920px by 1080px, 200px by 625px left and right side bar live areas

Mobile: 320px by 50px

Rate: \$4,355/month

## Specifications

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

## Online Rates (2025)

Ad Type	Rate	Per
<u>Leaderboard</u>	\$ 1,685	Month
<u>Big Box</u>	1,360	Month
<u>Wallpaper</u>	4,355	Month
<u>Mobile Reveal</u>	970	Month
<u>Demo-Cast</u>	4,090	Broadcast
<u>Branded News</u>	1,380	Month
<u>Branded Features</u>	1,645	12 Months
<u>E-Broadcast</u>	3,695	Broadcast
<u>E-Newsletter Sponsorship</u>	2,330	Broadcast
<u>Digital Edition Sponsorship</u>	2,410	Issue
<u>Products</u>	205	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**

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 5 business days prior to the posting date.

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



### ***Demo-Cast Live!***

Simply put, a Demo-Cast is a live presentation; your own teleconference with *Sign Media 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.

**Price:** \$4,090

**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



## HP Demo-cast



## MP4 File Terms of Sale

Kenilworth Media Inc., publishers of Pool & Spa Marketing, 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.

## 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

\$1,380 per posting/month

## Specifications

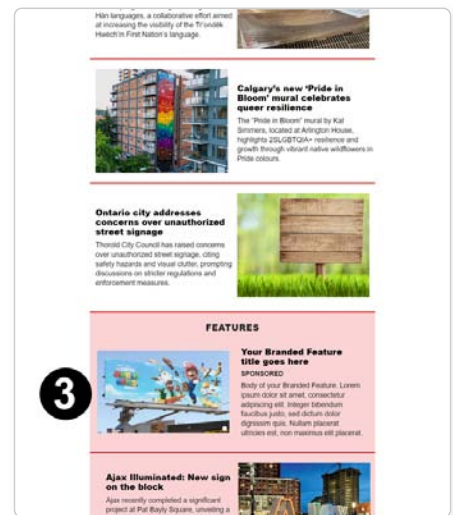
- Accepted text formats: Doc, Docx, Txt
- Accepted image formats: GIF, JPEG, and PNG, 72 DPI, up to 250 kb per image
- Advertiser to provide URL(s)

## Branded Features

Branded Features appear alongside trusted and topical **Sign Media Canada** content. Archived for one year, and free from other advertisements, this dedicated content page is searchable and indexed by category. It may contain multiple images and/or video treatments, and is promoted via:

1. Home Page
  2. Features Section
  3. E-Newsletter
  4. Social Media
- ### Deliverables

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



## Rate

\$1,645 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

ONLY IN THEATRES  
December 15  
EXPERIENCE IT IN IMAX

Promote specific products in context with relevant editorial features. This ensures you are reaching the right decision makers at the right time. All our articles are searchable by keyword/product category and so are the advertised products. Advertised products are displayed with relevant editorial based on your provided keywords.

Marketers receive up to three product 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:** \$205 per month (minimum three month purchase)

Book and prepay for your annual **product portfolio** now and receive three product profiles per month instead of one at a discounted rate of \$1,000/year.

## Deliverables

Go to **Post a Product** 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 deliver instant access to a targeted audience, and are effective in lead generation and driving traffic directly to your website. Your customized e-broadcast allows you to reach the professionals responsible for sourcing/recommending your products or services.

**Reach:** 11,000 recipients

**Rate:** \$3,695

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

## Specifications

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



Sign me up!

Your single source for signage solutions

Sign Media Canada is pleased to present the following opportunity for our readers. Sign Media Canada does not endorse the following products, services, or events and your contact information remains strictly confidential.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam nec lectus erat. Nullam viverra augue eget mi imperdiet, hendrerit sollicitudin diam mollis. Fusce vulputate ligula non dolor pretium, a luctus ex tempus. Aliquam consectetur vulputate vehicula. Pellentesque non semper justo.

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Donec laoreet, metus vitae mollis condimentum, risus magna posuere neque, ac auctor sapien purus eu mi. Nullam sed sodales neque, Aenean nec tincidunt mi. Nunc vitae feugiat mi. Integer vitae tellus interdum, malesuada massa sit amet, mollis augue. Sed condimentum felis felis, non luctus lectus finibus eget. Aliquam cursus, nunc et placerat fermentum, dolor nunc lacinia tellus, a scelerisque enim quam a urna.

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[Learn More](#)

## E-Newsletter Sponsorship

Featuring breaking news from Canada's sign and graphics industry, **Sign Media Canada's** e-newsletter, **Sign Posts**, is delivered twice a month and e-mailed to 10,000\* industry professionals. E-newsletter sponsors receive two exclusive 'above-the-fold' advertising positions.

• Leaderboard (728 x 90 pixels)

• Big Box (300 x 250 pixels)

**Reach:** 12,000 recipients

**Frequency:** Bi-monthly

**Rate:** \$2,330/newsletter

### 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

**SIGN POSTS**  
brought to you by **signmedia** August 26, 2024



**Alberta college unveils Pride mural to promote diversity and inclusion**



**Your Branded News title goes here**

**SPONSORED**

Body of your Branded News. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam nec lectus erat. Nullam viverra augue eget mi imperdiet, hendrerit sollicitudin diam mollis.

### BUY & SELL



**Roland 54-inch VG-2 Wide Format Digital Printer**  
Make/Model: ROLAND VG2 SERIAL # KEH1003  
Condition: Used  
Price: \$9,950 CAD



**HP DesignJet L26500 printer series**  
Make/Model: HP DesignJet L26500 printer series  
Condition: Used  
Price: Best Offer



**Sublimation Calendar Roll to Roll**  
Make/Model: Gessner R33A-510  
Condition: Used  
Price: \$25,000.00 CAD

## 2. Big Box



**Calgary's new 'Pride in Bloom' mural celebrates queer resilience**

The 'Pride in Bloom' mural by Kat Simmers, located at Arlington House, highlights 2SLGBTQIA+ resilience and growth through vibrant native wildflowers in Pride colours.

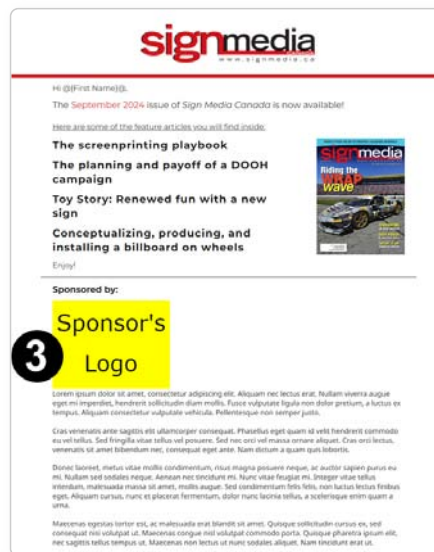
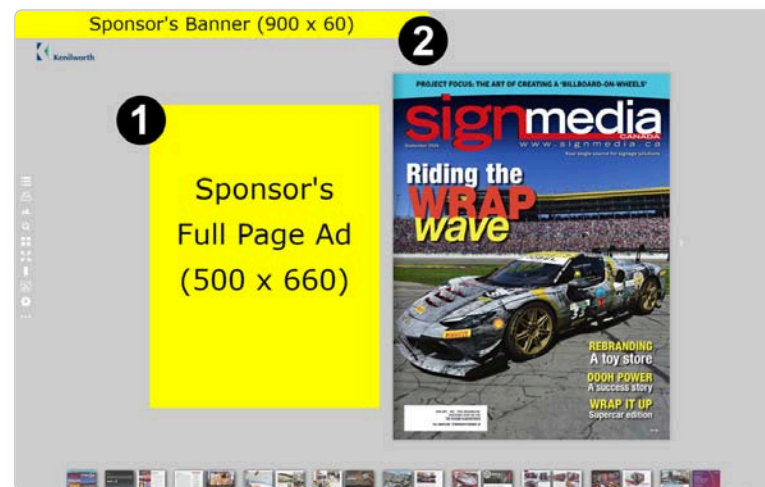


## Digital Edition Sponsorship

**Sign Media Canada's** Digital Edition is a fully interactive, digital replica of the printed magazine. Digital Edition sponsorship is an exclusive opportunity to engage with today's increasing number of signage professionals reading magazines on computers, tablets, and other mobile devices. Digital Edition sponsors receive:

- . 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
- . Bi-monthly promotion to over 12,000 E-Newsletter recipients.

**Rate:** \$2,410/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

**Sign Media Canada** offers the opportunity to publish special focus e-books on our most sought-after topics, curated by our editorial staff and e-mailed to more than 12,000 readers. Signmakers 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 (Twitter)

**Rate: \$5,860**





# 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!**



# 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:** \$6,490 (topic subject to approval)

**Add the edited MP4 file:** \$750

## MP4 File Terms of Sale

Kenilworth Media Inc., publishers of Pool & Spa Marketing, 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.