

SHEET METAL

THE OFFICIAL PUBLICATION OF THE SHEET METAL CONTRACTORS ASSOCIATION OF ALBERTA

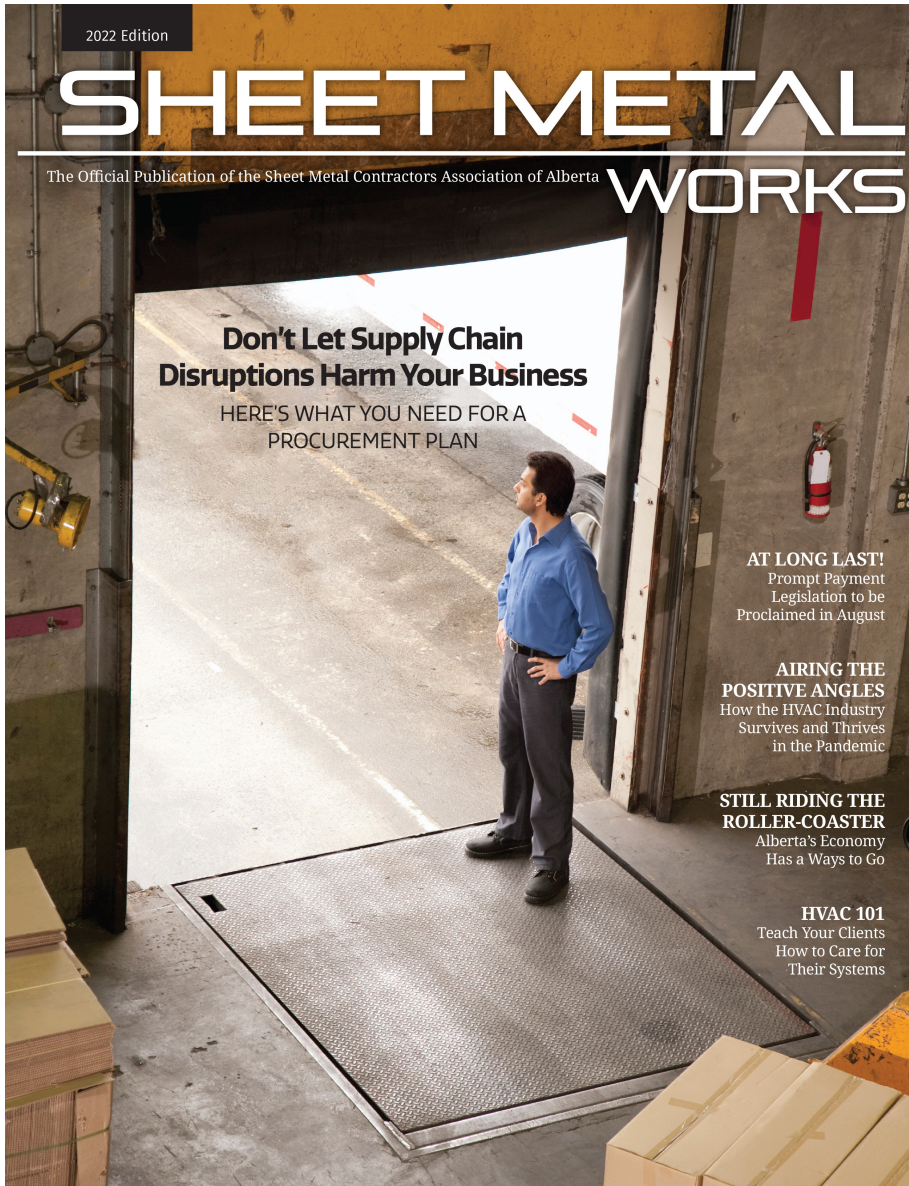
WORKS



2023 Media Kit

Be Featured in our 2023 Annual Edition!





ASSOCIATION PROFILE

The Sheet Metal Contractors Association of Alberta (SMACNA-AB) is the Alberta chapter of the Sheet Metal and Air Conditioning Contractors' National Association (SMACNA). Our members are fellow HVAC contractors, suppliers and manufacturers throughout the province including Calgary, Edmonton, Lethbridge, Medicine Hat, Red Deer, St. Albert, Acheson, Camrose, Nisku, Sherwood Park, Airdrie, Cochrane, Eckville, Longview, Red Cliff and Rocky View.

AUDIENCE

- ❖ Commercial Contractors
- ❖ Residential Contractors
- ❖ Industrial Contractors
- ❖ Wholesalers
- ❖ Manufacturers
- ❖ Government
- ❖ Suppliers

OUR READERS

- ❖ Corporate/Executive
- ❖ Project Management
- ❖ Sales & Marketing
- ❖ Journeymen
- ❖ Technicians/Mechanics
- ❖ Installers
- ❖ Engineering Professionals

BUYING TRENDS

- ❖ Sheet Metal Products/Components
- ❖ Heating & Cooling Equipment
- ❖ Adhesives/Sealants
- ❖ Air Distribution/Ventilation Products
- ❖ Sheet Metal Fabricating Services & Support
- ❖ Sheet Metal Fabricating Equipment & Machinery
- ❖ Education/Training for Professional Development
- ❖ Insulation
- ❖ Software/Technology
- ❖ Architectural Metals/Metal Roofing Products
- ❖ Duct Cleaning Equipment
- ❖ Sheet Metal Tools
- ❖ Test Instruments
- ❖ **Services:** Accounting, Legal, Insurance

HIGH IMPACT 2-PAGE SPREADS

2-Page Spreads, also referred to as a Double-Page Spread or DPS in *Sheet Metal Works* commands immediate attention, building and strengthening brand and product / service awareness. Designed to draw attention and be visually striking, the 2-Page Spread represents a business strength and quality, building instant trust with the reader.

Member Rate: \$2,040
Non-Member Rate: \$2,550

Ask about Premium Position opportunities and availability with 2-Page Spread placement with the first 10 or 15 pages or half of the publication.

Note: Ad design available at no charge!

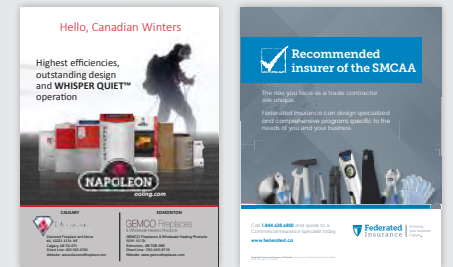


INDUSTRY LEADER FULL PAGE

A Full Page in *Sheet Metal Works* is considered the perfect size to showcase strength, while delivering valuable and important messaging. Often adjacent to editorial content due to this prominent size, Full-Page ads deliver every time through strategic placement as our audience reads our highly topical and informative industry articles.

Member Rate: \$1,380
Non-Member Rate: \$1,725

Ask about Premium Placement opportunities and availability with placement on our cover positions or opposite our table of contents, president's message and executive director's message.



COMPANY PROFILE

Our *Industry Leader Showcase* features up to 10 companies in each annual edition. This is your one opportunity to tell Alberta's entire sheet metal and HVAC industry exactly why they should be doing business with you in 2021. You are in charge of every word that will be featured in this two-page profile feature. Our managing editor will provide support in ensuring all supplied copy is edited for CP (Canadian Press) Style and is free of spelling and grammatical mistakes. You will have an opportunity to review and approve the edited copy before it goes to press!

Member Rate: \$1,932 Non-Member Rate: \$2,415

Images / Photography

To help deliver the most highly visual company profile and draw the attention of *Sheet Metal Works* readers, please supply two to four high-resolution images that can be used. Specification is 300 DPI (.tiff, .jpg, .gif files). Alternatively, we can provide a wide array of stock photography that will certainly ensure your company profile is striking.

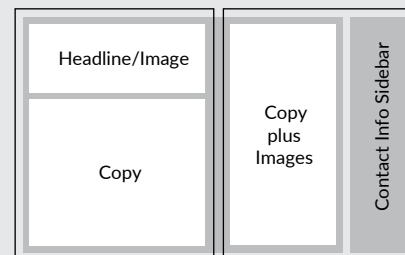
You will need to supply:

- 1,000-Word Article
- High-Resolution Logo & Images

We will provide the following services:
Complete Editing for Spelling/Grammar
Stock Photography & Design/Layout

Contact Info Sidebar with Logo

Each company profile will feature a sidebar on the right page, outside edge, which will display your company's full-colour high-resolution logo, key sales contacts at your firm, phone number, fax number, email address and website. In addition, this space can be used to provide special offers creating a "call to action" for our readers to contact you immediately to learn more about working with your company.



MEMBER DIRECTORY

Each edition of *Sheet Metal Works* features the most up-to-date contact information for every member of the Sheet Metal Contractors Association of Alberta!

FEATURE YOUR FULL-COLOUR LOGO

With over five pages of member listings, be sure to stand out from the rest by including your company's branding with a high-resolution full-colour logo. This is an opportunity for all SMACNA-AB member companies to pop off the Membership Listing pages. Drive focus directly to your listing, further embedding your brand and image into the minds of potential customers.

Member Rate: \$225.00

2021 ADVERTISING DEADLINES

Issue	Booking Deadline	Material Date	Release Date
2021	December 11, 2021	December 11, 2021	February 2022

ADVERTISING RATES (NET)

	MEMBER	NON-MEMBER	MEMBER LISTING LOGO
Outside Back Cover	1,660	2,075	\$199.50 (Members Only)
Inside Front Cover	1,552	1,940	\$199.50 (Members Only)
Inside Back Cover	1,552	1,940	\$199.50 (Members Only)
2-Page Spread (DPS)	2,040	2,550	\$199.50 (Members Only)
Half/Junior DPS	1,552	1,940	\$199.50 (Members Only)
Full Page	1,380	1,725	\$199.50 (Members Only)
2/3 Page	1,100	1,375	\$199.50 (Members Only)
1/2 Page Island	912	1,140	\$199.50 (Members Only)
1/2 Page	840	1,050	\$199.50 (Members Only)
1/3 Page	600	750	\$199.50 (Members Only)
1/4 Page	496	620	\$199.50 (Members Only)
1/6 Page	380	475	\$199.50 (Members Only)
1/8 Page	280	350	\$199.50 (Members Only)

***Covers non-cancellable** Cancellations will not be accepted within 14 days of the booking deadline. All rates are in NET Canadian Dollars. Rates effective October 2022
SMACNA-AB member rate reflects a 20% member discount.
Rates and all advertising orders are subject to The Davis Media Company Inc.'s contract & regulations

CONTACT INFORMATION

Advertising

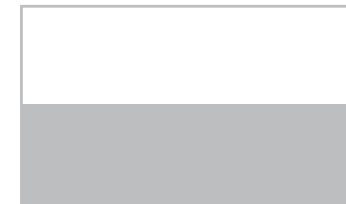
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Editorial

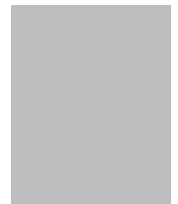
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Double-Page Spread



Junior Double-Page Spread



Full Page Bleed



Full Page No Bleed



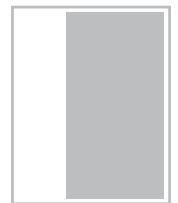
1/2 Horizontal



1/2 Vertical



2/3 Horizontal



2/3 Vertical



1/3 Square



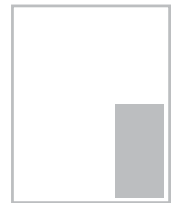
1/3 Horizontal



1/3 Vertical



1/4 Page



1/6 Vertical



1/8 Horizontal

SPACE

WIDTH

HEIGHT

Double-Page Spread	17"	11 1/8"
Junior Double-Page Spread	17"	5 3/8"
Full Page Bleed	8 5/8"	11 1/8"
Full Page No Bleed	7 1/8"	9 7/8"
1/2 Horizontal	7 1/8"	4 3/4"
1/2 Vertical	3 1/2"	9 7/8"
2/3 Horizontal	7 1/8"	6 1/2"
2/3 Vertical	4 3/4"	9 7/8"
1/3 Square	4 3/4"	4 3/4"
1/3 Horizontal	7 1/8"	3 1/8"
1/3 Vertical	2 1/4"	9 7/8"
1/4 Page	3 1/2"	4 3/4"
1/6 Vertical	2 1/4"	4 3/4"
1/8 Horizontal	3 1/4"	2 1/4"