



CONSTRUCTION
ASSOCIATION OF NOVA SCOTIA

Building with Skill and Integrity Since 1862

2016-2017 ADVERTISING GUIDE

Expose your business to our highly desirable industry.

www.cans.ns.ca/advertising-sponsorship

GET IN FRONT OF THE CONSTRUCTION INDUSTRY WITH YOUR ADVERTISING

Advertising with CANS can help you reach your ideal target market. With many different options to choose from - website, email newsletter, print - there is sure to be something for everyone. Invest in a one-time placement, buy an Advertising Package, or work with our team to build a custom package tailored to your advertising needs.

WEBSITE ADVERTISING

WWW.CANS.NS.CA

CANS website is a source of information and resources for the public and more than 780 CANS members in the commercial construction industry in Atlantic Canada. Advertising on cans.ns.ca is a great way to reach your desired audience,

Average Monthly Page Views: 82,000
Average Pages Viewed / Session: 6 pages
Average Time Spent on Page: 5 minutes, 45 seconds

Website Advertisement Specs

Dimensions:

200 pixels width X 600 pixels length

File Formats Accepted:

.jpeg, .tif, .png, .eps

Website Advertisement Rates

All web advertisements are sold on a monthly term. Months do not need to be used consecutively.

1 Month Advertising

Member: \$400

Non Member: \$600

3 Months Advertising

Member: \$1,000

Non Member: \$1,440

6 Months Advertising

Member: \$1,900

Non Member: \$2,500

1 Year Advertising

Member: \$3,600

Non Member: \$4,500

The screenshot shows the CANS website homepage. At the top, there is a navigation bar with links: About CANS, Projects & Documents, Events, News, Membership Services, Industry Education, Building Futures, and a search icon. A 'Member Login' section includes fields for Username and Password, and a 'Not a member? Login' link. Below the navigation bar is a large banner image with the text 'CAREER DEVELOPMENT & SKILL BUILDING'. To the right of the banner is a green vertical box with the text 'YOUR AD HERE'. Below the banner, there are several news articles with headlines and brief descriptions. On the right side of the page, there is a 'SIGN UP FOR OUR WEEKLY NEWSLETTER' section with fields for Name/Title and Email, and a 'Sign Up' button. Below that is a 'LASTEST TWEETS' section with links to tweets about CANS membership and spider robots.

**Book your
advertisement today!**

Contact
Britney MacNeil
bmacneil@cans.ns.ca
902-468-2267 ext. 704

EMAIL ADVERTISING

CANS WEEKLY EMAIL NEWSLETTER

CANS Weekly is sent each week to nearly 4,000 CANS contacts and provides readers with a snapshot of life at CANS - upcoming events, must-attend courses, and news and information on the issues facing the construction industry.

Advertising in CANS Weekly is a great way to get in front of the industry to promote your programs, services and special offers.

Space is limited to a maximum of three (3) ads per issue. The order of ads will be determined by the order of bookings.

CANS Weekly Advertisement Specs

Dimensions:

200 pixels width X 600 pixels length

File Formats Accepted:

.jpeg, .tif, .png, .eps

**Book your
advertisement today!**

Contact
Britney MacNeil
bmacneil@cans.ns.ca
902-468-2267 ext. 704

CANS Weekly Advertisement Rates

All CANS Weekly ads are sold on a weekly term
Weeks do not need to be used consecutively.

1 Week Advertising

Member: \$150
Non Member: \$400

2 Weeks Advertising

Member: \$250
Non Member: \$600

4 Weeks Advertising

Member: \$450
Non Member: \$1,000

12 Weeks Advertising

Member: \$1,250
Non Member: \$2,900

26 Weeks Advertising

Member: \$2,550
Non Member: \$5,750



CONSTRUCTION ASSOCIATION OF NOVA SCOTIA

Weekly Newsletter

June 29, 2016

HIGHLIGHTS

Building Futures for Youth - Help Build a Future!

We are still looking to connect Building Futures for Youth (BFY) students with Host Employers in the following areas:

- **Sydney** and surrounding areas
- **Bridgewater** and surrounding areas
- **Yarmouth County** and surrounding areas
- **Amherst** and Surrounding areas

BFY Students are:

- Are minimum 16 years of age
- Are screened by CANS and Industry Reps
- Are trained certified in WHMIS, OH&S, First Aid, Fall Protection & Scaffolding
- Have their own PPE and transportation to work
- Are subject to all standard workplace rules and expectations

How you can help:

- Hire a student for 5-7 weeks
- If you are unable to hire a student, do you know another employer who may be able to? Let us know!

For more information, or if you have any questions please contact: Alain Lefebvre
902.468.2267 ext. 712

YOUR
AD
HERE

PRINT ADVERTISING

NOVA SCOTIA CONSTRUCTION GUIDE

CANS Annual Nova Scotia Construction Guide is a printed, coil bound, membership directory and guide circulated each year to approximately 780 CANS members, 650 architects, engineers, school boards, hospitals, municipal engineers, property managers, government procurement officers, and other stakeholders.

Construction Guide Advertisement Specs

Dimensions:

Different dimension sizes depending on advertisement

File Formats Accepted:

.jpeg, .tif, .png, .eps

All advertisements should contain a 0.125" bleed

Book your advertisement today!

Contact Britney MacNeil
bmacneil@cans.ns.ca 902-468-2267 ext. 704

Construction Guide Advertisement Rates

Outside Back Cover

Size: 5.375" w X 8.5" h
Rate: \$2,000

Inside Front Cover

Size: 5.375" w X 8.5" h
Rate: \$1,500

Inside Back Cover

Size: 5.375" w X 8.5" h
Rate: \$1,500

Dividers (Full Page)

Size: 5.375" w X 8.5" h
Rate: \$1,250

Inside Full Page

Size: 4.25" w X 8.5" h
Rate: \$1,000

1/2 Page

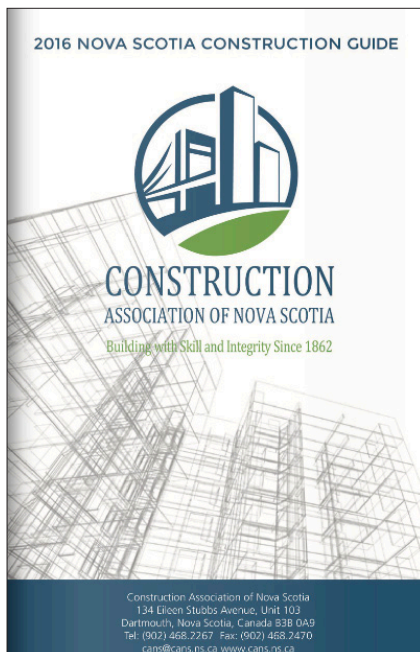
Size: 4.25" w X 3.625" h
Rate: \$750

Construction Guide Insert

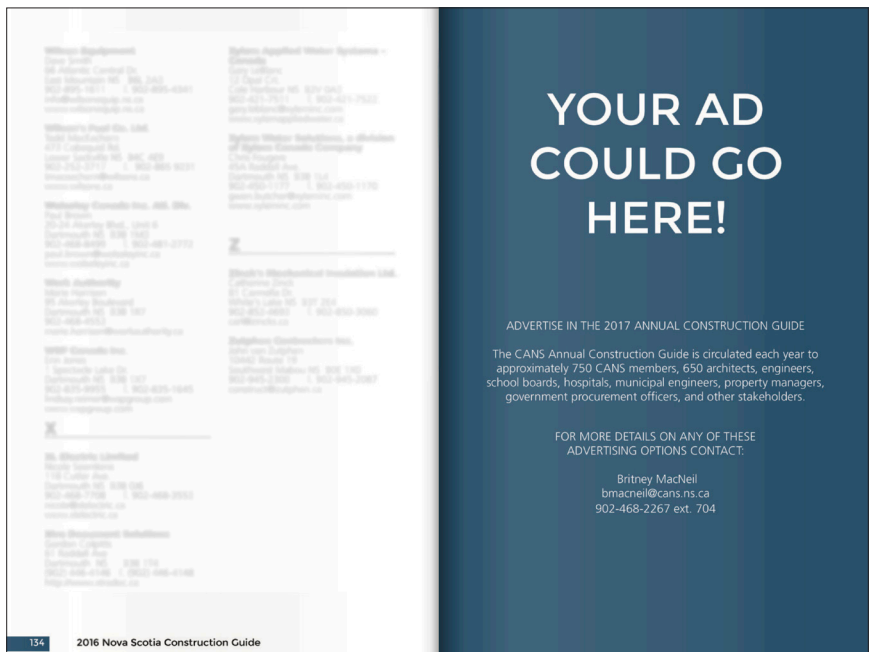
Size: 5.25" w X 8.25" h
Rate: \$2,500

Let your business be the first thing readers see with a Construction Guide insert! Supply the artwork for your ad and we'll print and distribute with the Construction Guide mail out. Have an already printed piece? No problem!

Outside cover of the Construction Guide



Inside full-page ad in the Construction Guide



CANS ADVERTISING - PACKAGE OPPORTUNITIES

Save money and maximize your exposure by choosing from one of these great CANS advertising packages.

CANS AD PACKAGE #1 - Value: \$600 (savings of \$250)

- One (1) month website advertising on cans.ns.ca
- Four (4) weeks advertising in CANS Weekly

CANS AD PACKAGE #2 - Value: \$1,000 (savings of \$450)

- Three (3) months website advertising on cans.ns.ca
- Four (4) weeks advertising in CANS Weekly

CANS AD PACKAGE #3 - Value: \$1,100 (savings of \$600)

- Three (3) months website advertising on cans.ns.ca
- Six (6) weeks advertising in CANS Weekly

CANS AD PACKAGE #4 - Value: \$2,300 (savings of \$700)

- Three (3) months website advertising on cans.ns.ca
- 12 weeks advertising in CANS Weekly
- One (1) 1/2 page ad in Nova Scotia Construction Guide

CANS AD PACKAGE #5 - Value: \$3,000 (savings of \$1,150)

- Six (6) months website advertising on cans.ns.ca
- 12 weeks advertising in CANS Weekly
- One (1) full page ad in Nova Scotia Construction Guide

CANS AD PACKAGE #6 - Value: \$4,500 (savings of \$1,350)

- One (1) year website advertising on cans.ns.ca
- 12 weeks advertising in CANS Weekly
- One (1) full page ad in Nova Scotia Construction Guide

CANS AD PACKAGE #7 - Value: \$5,700 (savings of \$1,450)

- One (1) year website advertising on cans.ns.ca
- 26 weeks advertising in CANS Weekly
- One (1) full page ad in Nova Scotia Construction Guide

Looking for even more opportunities to get in front of CANS members?

Add a CANS Custom Event Sponsorship Package to any of these advertising packages for increased savings.

Contact us for details.

Book your advertisement today!

Contact
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bmacneil@cans.ns.ca
902-468-2267 ext. 704

Don't see options that meet your advertising needs? We can work together to create a custom advertising package for you.

BOOK YOUR ADVERTISEMENT TODAY!

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