

Construction Association of Nova Scotia's

INDUSTRY MAGAZINE

MEDIA KIT 2021

NEW OPPORTUNITIES!

**Highlight your knowledge
by writing for CANS Industry
Magazine.**

**CONNECT DIRECTLY WITH
THE CONSTRUCTION
INDUSTRY!**

**Reach your ideal target
market by advertising in
CANS Industry Magazine.**



CONSTRUCTION
ASSOCIATION OF NOVA SCOTIA

Building with Skill and Integrity Since 1862

Welcome to CANS Industry Magazine!

CANS Industry Magazine is a bi-annual publication of the Construction Association of Nova Scotia (CANS) available to CANS members as part of their membership dues and by subscription as well as single-copy sales. We release new issues in Spring/Summer (May) and Fall/Winter (November). Our readers are construction industry professionals working in the industrial, commercial, and institutional sectors of Nova Scotia's construction industry.

Our goal is to provide useful information on current best practises for the construction industry, report on emerging trends and topics, discuss relevant and pivotal issues, and showcase CANS member milestones.

CANS is the leading voice of the construction industry respected by members, government, industry, and the public. The Association represents more than 760 large and small companies throughout Atlantic Canada that build, renovate and restore non-residential buildings, roads, bridges and other engineering projects. We are pleased present you with this opportunity to advertise in CANS Industry Magazine to suit your advertising needs.

Publishing Statistics

Issues/Year



2

Copies/Issue



1000

Distribution



760+
Member
Companies



200+
Additional Industry
Organizations

Bonus Online Impressions!

Content from CANS Industry Magazine will be hosted on our website, seen by a potential audience of more than **6,500+ average monthly users**, in addition to our social media channels, with a combined **4,400 followers**.

Find CANS Online:



[LinkedIn](#)



[Twitter](#)



www.cans.ns.ca

Write for CANS Industry Magazine

Highlight your organization and expertise!

Do you have an industry trend topic you'd like to share with the construction industry in Nova Scotia? Are you an expert in your field? We want to hear from you! We're looking for article submissions for our upcoming edition of CANS Industry Magazine, launching in May 2021.

Upon submission, a member of our team will follow up with you to let you know if your submission has been accepted and if it will be featured in CANS Industry Magazine. Submissions may include current or emerging industry trends or articles discussing relevant issues in the construction industry. Anyone can write for CANS Industry Magazine, but please note that we give priority to CANS members who are in good standing.

Questions about submissions? Contact cfiske@cans.ns.ca

Advertise in CANS Industry Magazine

2021 Booking Deadlines

Spring 2021 Issue

Ad Booking: February 26, 2021

Artwork Due: March 12, 2021

Publication Date: May 10, 2021

Winter 2021 Issue

Ad Booking: August 27, 2021

Artwork Due: September 3, 2021

Publication Date: November 8, 2021

Questions about deadlines or want to book your advertising spot? Contact:

Michelle Peters

902-818-6530

mpeters@cans.ns.ca

Advertising Requirements

Bleed:

Minimum 0.125" / 3.175 mm

Dimensions: Various:

Sizes depending on advertisement.

Colour Profile:

All files must be CMYK.

Accepted File Formats:

.jpeg, .tif, .png, .eps, .pdf

Resolution:

Please submit hi-res artwork suitable for print, minimum 300 dpi, and built to the appropriate size.

Questions about advertising specifications? Contact:

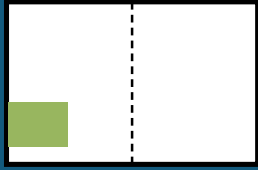
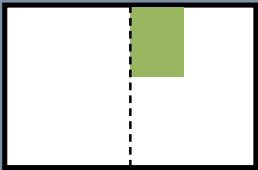




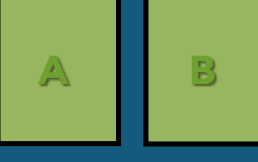
Alison Clack

902-818-0835

aclack@cans.ns.ca

Advertising Options

All print advertisements are sold per issue however, discounts are available, if booking multiple issues. Ads do not need to be used consecutively.

Opportunity	Placement	Dimensions	Pricing
1/6 page		4.125 x 3"	\$300
1/4 page		4.125 x 5.375"	\$500
1/2 page		8.5 x 5.375" (wide) 4.125 x 11" (tall)	\$800
Full Page		8.5 x 11"	\$1,000
Inside Cover (Front & Back Available)		8.5 x 11"	\$1,500
Outside Back Cover		8.5 x 11"	\$2,000
Full Page Insert		8.5 x 11" Double-sided	\$2,500

Added Exposure Opportunities

Save money and maximize your exposure by choosing from one of these great CANS advertising packages that include digital advertising placements on CANS website and weekly newsletter.

COMBINED AD PACKAGE #1 -

Price: \$2,300

(Value: \$3050, savings of \$750!)

- Three (3) months website advertising
- 12 weeks advertising in CANS Weekly
- One (1) 1/2 page ad in CANS Industry Magazine

COMBINED AD PACKAGE #2 -

Price: \$3,000

(Value: \$4,150, savings of \$1,150!)

- Six (6) months website advertising
- 12 weeks advertising in CANS Weekly
- One (1) full page ad in CANS Industry Magazine

COMBINED AD PACKAGE #3 -

Price: \$4,500

(Value: \$5,850, savings of \$1,350!)

- One (1) year website advertising

- 12 weeks advertising in CANS Weekly
- One (1) full page ad in CANS Industry Magazine

COMBINED AD PACKAGE #4 -

Price: \$5,700

(Value: \$7,150, savings of \$1,450!)

- One (1) year website advertising
- 26 weeks advertising in CANS Weekly
- One (1) full page ad in CANS Industry Magazine



Don't see options that work for you?

We can work together to create a custom advertising package that fits your unique budget and your needs!



**BOOK YOUR
ADVERTISEMENT
TODAY!**

CONTACT:

Michelle Peters

Events Lead

mpeters@cans.ns.ca

902-818-6530