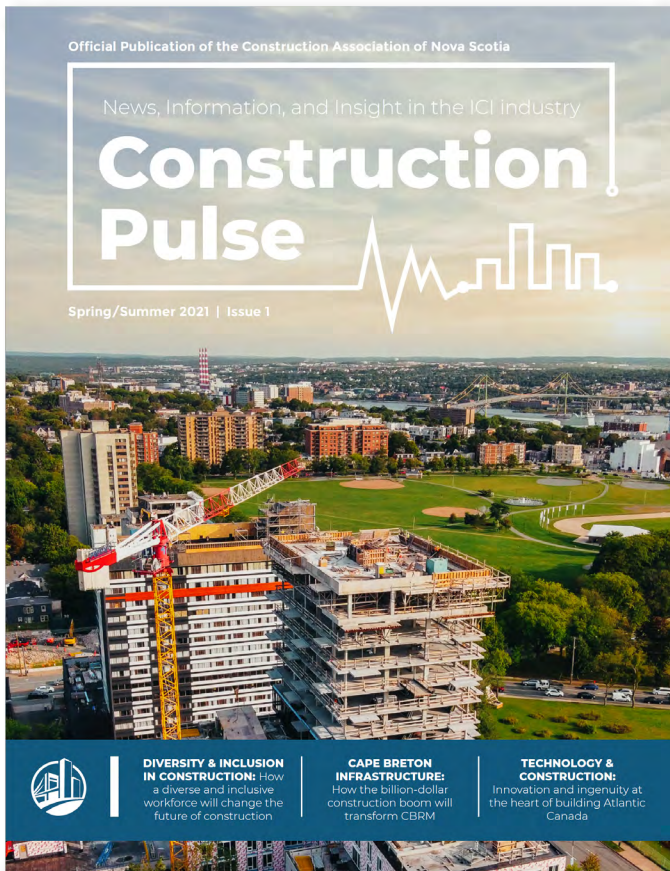


Construction Pulse - Issue 2

GET IN FRONT OF THE CONSTRUCTION INDUSTRY WITH YOUR ADVERTISING



Produced by the Construction Association of Nova Scotia, Construction Pulse is a bi-annual print and digital magazine available to CANS members and industry stakeholders. Our readers are construction industry professionals working in the industrial, commercial, and institutional sectors of Nova Scotia's construction industry.

Construction Pulse provides readers with useful information on current best practices for the construction industry; reports on emerging trends and topics; discusses relevant and pivotal issues; and showcases CANS member milestones.

PUBLISHING STATISTICS FROM ISSUE 1

- **900+** physical copies mailed to CANS members and industry stakeholders
- **4,000+** impressions of our online digital version (this is the number of times Construction Pulse was opened)
- **600+** views of our online digital version (this is number of times a person interacted with Construction Pulse ie. clicked a digital link, stayed on a page to read an article, flipped through the pages)
- **6:00+** minutes people spent, on average, viewing Construction Pulse

Ready to book your ad? Contact:

Michelle Peters, Sponsorship Lead
Construction Association of Nova Scotia
902- 468-2267 ext 718
mpeters@cans.ns.ca

PRINT AD REQUIREMENTS

Bleed: minimum 0.125" / 3.175 mm (in addition to dimensions provided)

Accepted File Formats: .jpeg, .eps, .pdf

Resolution: Please submit hi-res artwork suitable for print, minimum 300 dpi.

BOOKING DEADLINES FOR ISSUE 2

Fall/Winter 2021 - Issue 2

- Ad Booking: October 22, 2021
- Artwork Due: October 29, 2021
- Publication Date: November/December 2021

CANS 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.

INDIVIDUAL OPPORTUNITIES –

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

8.5 x 11"

\$1,500

Outside Cover

8.5 x 11"

\$2,000

PACKAGES –

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 - \$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 - \$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 - \$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 - \$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



Questions about ad specifications?

Contact: Alison Clack at aclack@cans.ns.ca