

Advertise with Construction Pulse

The official publication of 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.

AUDIENCE

800+ print copies distributed

4,200+ digital magazine views

6,500+ CANS website users

5,800+ social media followers

5,800+ e-newsletter subscribers

ISSUE 4 BOOKING DEADLINES

- **Ad Booking:** November 10, 2022
- **Artwork Due:** November 18, 2022
- **Publication Date:** December 2022



ADVERTISE WITH US

Connect with industry. Construction Pulse is distributed to CANS members and industry stakeholders working in the ICI industry.

Reach your target audience. Connect with our membership of 800 construction industry businesses working throughout Nova Scotia.

Double the exposure. Advertisements are placed in the physical version of Construction Pulse AND the digital version – maximizing your exposure to your target market.

Advertising options. Save money by choosing from multiple advertising packages across multiple platforms.

Join the discussion. Engage with useful and informative content on key trends and topics in the construction industry.



READY TO BOOK YOUR AD?

Contact: Michelle Fievet,
Sponsorship Lead
902- 468-2267 ext 718
mfievet@cans.ns.ca

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" \$345	
1/4 Page	4.125 x 5.375" \$575	
1/2 Page	8.5 x 5.375" (wide) 4.125 x 11" (tall) \$920	
Full Page	8.5 x 11" \$1,150	
Inside Cover	8.5 x 11" \$1,725	
Outside Cover	8.5 x 11" \$2,300	

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 - \$2,645

(Value: \$3570.50, savings of \$925.50!)

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

COMBINED AD PACKAGE #2 - \$3,450

(Value: \$4,772.50, savings of \$1,322.50!)

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

COMBINED AD PACKAGE #3 - \$5,175

(Value: \$6,727.50, savings of \$1,552.50!)

- One (1) year website advertising
- 12 weeks advertising in CANS Weekly
- One (1) full page ad in Construction Pulse

COMBINED AD PACKAGE #4 - \$6,555

(Value: \$8,222.50, savings of \$1,667.50!)

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

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.

Questions about ad specifications? Contact: Alison Clack at aclack@cans.ns.ca