

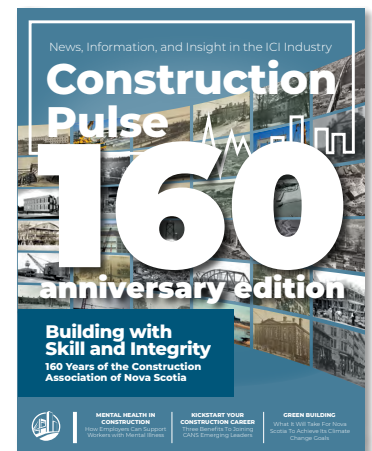
News, Information, and Insight in the ICI Industry

# Construction Pulse



## Advertise with Construction Pulse

The official publication of the



# About Construction Pulse

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.

## OUR AUDIENCE

**800+** print readers - construction industry leaders and decision makers (per issue)

**3,600+** digital readers - CANS member companies and professionals in the ICI construction industry (per issue)

Each issue is shared with our network of:

**6,500+** monthly CANS website users

**7,700+** social media followers

**4,800+** email newsletter subscribers

*Engagement is increasing with each new issue!*  
**Readers have spent 55% longer reading each new digital issue, for the last four issues.**

## WHY ADVERTISE WITH US

**Reach your target audience.** Connect with 800+ construction industry leaders and decision makers working in the ICI industry.

**Connect with industry.** Our magazine is distributed to construction industry professionals and stakeholders working in the ICI industry.

**Double your 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.


**Engage with CANS member companies.** CANS Member Directory is included in the back of Construction Pulse. Your ad will be on full display for all members to view.



## READY TO BOOK YOUR AD?

Contact: Michelle Fievet, Sponsorship Lead at 902- 468-2267 ext 718 or [mfievet@cans.ns.ca](mailto:mfievet@cans.ns.ca)

# Construction Pulse Pricing & Guidelines

 Want to purchase ad space but don't have the resources to create your ad? We can design one for you! Connect with us for prices, more information and to check availability.

## INDIVIDUAL OPPORTUNITIES

### Outside Back Cover



8.5" x 11"

**\$2,300**

### Inside Back Cover



8.5" x 11"

**\$1,725**

### Inside Front Cover



8.5" x 11"

**\$1,725**


### Full Page



8.5" x 11"

**\$1,150**

### 1/2 Page




Tall: 4.125" x 11"

Wide: 8.5" x 5.375"

**\$920**

### 1/4 Page



Tall: 4.125" x 5.375"

**\$575**

### 1/6 Page



Wide: 4.125" x 3"

**\$345**

## 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](mailto:aclack@cans.ns.ca)

# Advertising Packages



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

## COMBINED AD PACKAGES - CONSTRUCTION PULSE & CANS DIGITAL ADVERTISING

### 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

## ABOUT CANS DIGITAL ADVERTISING

**Website Advertising.** CANS website is a source of information and resources for the public and more than 800+ CANS members in the commercial construction industry in Atlantic Canada. Advertising on [cans.ns.ca](http://cans.ns.ca) is a great way to reach your desired audience.

**Email Advertising.** "CANS Weekly" is a weekly email campaign providing readers with a snapshot of life at CANS - upcoming events, must-attend courses, as well as news and key 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.

## ISSUE 5 BOOKING DEADLINES

- **Ad Booking:** Wednesday, May 17, 2023
- **Artwork Due:** Wednesday, May 24, 2023
- **Publication Date:** June 2023



## READY TO BOOK YOUR AD?

Contact: Michelle Fievet, Sponsorship Lead at 902- 468-2267 ext 718 or [mfievet@cans.ns.ca](mailto:mfievet@cans.ns.ca)