

2020 Media Planner

Why advertise with LDCA?

MAXIMUM EXPOSURE!

Every LDCA member receives a copy of @LDCAconnect, which provides informative editorial content and unparalleled exposure to the construction industry across southwestern Ontario.

@LDCAconnect reaches key industry personnel, leaders and decision-makers.

- Engineers
- Contractors
- Developers
- Architects
- Suppliers
- Plant Managers
- Specification Writers
- Government Agencies
- Affiliated Provincial Associations
- Sister Associations
- Owners
- Developers

WEBSITE

Our homepage is the perfect way to showcase your company. Our website receives over 1700 views a month!



THE MAGAZINE

The @LDCAconnect magazine is the voice of construction professionals in London and the surrounding area. The magazine is a resource for members, filled with features on construction projects and industry developments. @LDCAconnect is a must-read for those involved in construction in southwestern Ontario.

@LDCAconnect is positioned to deliver your message to the key fundamental players in southwestern Ontario's construction industry. The magazine is printed in full-colour and gloss, sized 8 ½" by 11", and is published two times per year.

THE MEMBERSHIP DIRECTORY AND BUYER'S GUIDE

The Membership Directory Buyer's guide is published annually and contains contact information of every LDCA member. Contents include industry information, association information and classified listings/advertisements.

BI-MONTHLY NEWSLETTER

@LDCAconnect digital newsletter is distributed to over 1700 individuals within the construction industry. Contents include industry updates, event notifications and industry specific advertising.



CONTACT:

Emilee Johnson-Stewart
Member Services, LDCA

memberservices@ldca.
on.ca
P: 519-453-5322

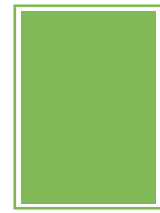
MEMBERS SAVE 10% ON AD RATES

Magazine Advertising

SIZE	WIDTH	DEPTH	2X RATE	1X RATE
Double Page Spread	17 2/8"	11 1/8"	\$2025	\$2095
Cover Page <small>(Inside or Outside)</small>	8 5/8"	11 1/8"	\$1850	\$1950
Full Page with Bleed	8 5/8"	11 1/8"	\$1205	\$1250
2/3 Horizontal	7"	6 1/4"	\$999	\$1045
2/3 Vertical	4 5/8"	9 1/2"	\$999	\$1045
1/2 Horizontal	7"	4 5/8"	\$720	\$755
1/2 Vertical (Island)	4 5/8"	7"	\$720	\$755
1/2 Long Vertical	3 3/8"	9 1/2"	\$720	\$755
1/3 Horizontal	7"	3"	\$530	\$557
1/3 Vertical	2 1/8"	9 1/2"	\$530	\$557
1/3 Square	4 5/8"	4 5/8"	\$530	\$557
1/4 Horizontal	4 5/8"	3 3/8"	\$467	\$485
1/4 Banner	7"	2 1/8"	\$467	\$485
1/4 Vertical	3 3/8"	4 5/8"	\$467	\$485
1/6 Horizontal	4 5/8"	2 1/8"	\$370	\$385
1/6 Vertical	2 1/8"	4 5/8"	\$370	\$385
1/8 Horizontal	3 3/8"	2 1/8"	\$280	\$305
1/8 Vertical	2 1/8"	3 3/8"	\$280	\$305



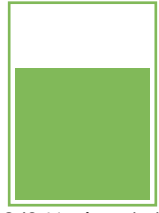
Double Page Spread



Full Page



2/3 Vertical



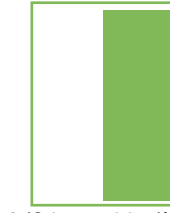
2/3 Horizontal



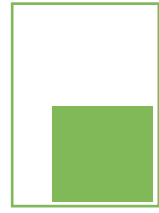
1/2 Horizontal



1/2 Vertical



1/2 Long Vertical



1/3 Square



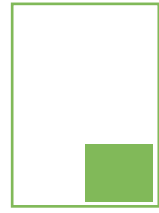
1/3 Horizontal



1/3 Vertical



1/4 Horizontal



1/4 Vertical



1/4 Banner



1/6 Horizontal



1/6 Vertical



1/8 Horizontal



1/8 Vertical

*PLEASE NOTE AD RATES ARE PER ISSUE
Black & White Rates : 25% discount

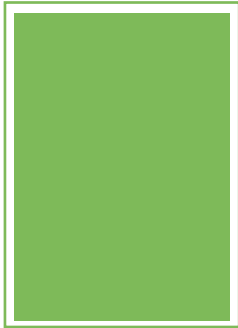
Guaranteed Positions: 15% extra
Ad Building: \$50 per ad
Ad creation and design: \$125/hour

CONTACT:

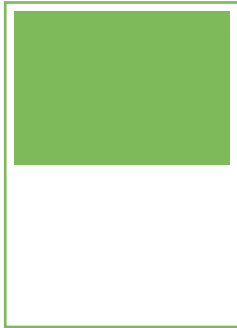
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Buyer's Guide Advertising



Full Page
Approx. 4" x 7"



1/2 Page
Approx. 4" x 3"



1/4 Page
Approx. 2" x 1"

DIVIDERS	RATE
Full Page Colour	\$1165
1/2 Page Colour	\$800

CLASSIFIED SECTION	RATE
Full Page Colour	\$570
Full Page Black & White	\$485
1/2 Page Colour	\$355
1/2 Page Black & White	\$300
1/4 Page Colour	\$200
1/4 Page Black & White	\$165

ENHANCED LISTING

\$60

Located in the membership directory, add the company logo (colour) and a twenty-five word company description

Enhanced Listing Example:

Company Name		
Address	Contact info	Phone Number
Address	Website	Fax Number
Company Logo	25 word company description	

CLASSIFIED LISTING

(General Contractors, Trade Contractors,
Manufactures & Suppliers,
Professional & Allied Services)

2-3 Listings	\$25 per listing
4-6 Listing	\$24 per listing

Classified Listing Example:

COATINGS – ACID & ABRASION RESISTANT	
ABC Cement Contracting (London) Inc.	519-672-4562
BDG Caulking & Installation Limited	519-451-2473
Caulking Inc	519-555-8899

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Digital Positions

- Our e-newsletter is distributed bi-monthly, to over 1700 subscribers.
- Our Website has over 1700 visitors on average monthly.
- Allows for dynamic, time sensitive promotion.
- Directs visitors to the landing page of your choice.



ADVERTISEMENT OPPORTUNITIES	Specs	1 Month	3 Months	6 Months	12 Months
Website Slider	1125 x 360 pixels JPEG Only *based on availability	\$750	\$1340	\$2500	\$4000
Newsletter Advert	300 x 250 pixels JPEG Only Only six spots available	\$260	\$735	\$1315	\$2365
Company Content in Newsletter	180 x 150 pixels (image total space) 636 x 295 pixels (up to 50 words summary text) JPEG only Only two spots available	\$325	\$895	\$1500	\$2500
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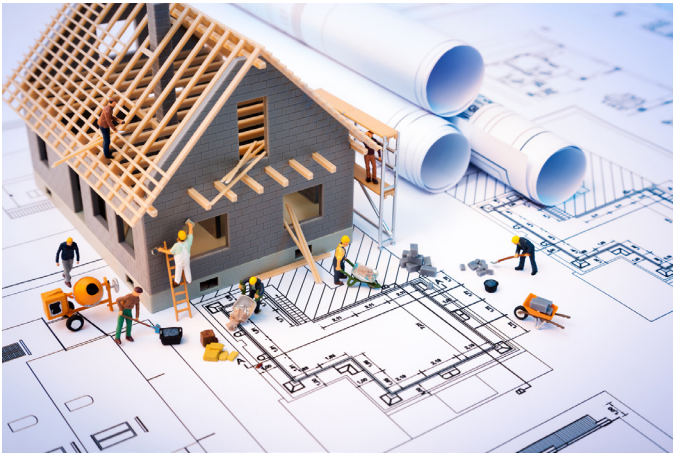
PROMOTE YOUR COMPANY OR EVENT THROUGH OUR WEBSITE AND/OR NEWSLETTER!

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Specifications



	Material Due	Publish
@LDCA Connect	April 1, 2020	May, 2020
@LDCA Connect	September 1, 2020	October, 2020
Newsletter	Third last business day of month	First week of month
Newsletter	By the 10th of the month	Third week of month

Production Specifications

Preferred format is a High Resolution (300dpi) PDF file, provided all the fonts are embedded, and all colour is converted to CMYK.

MECHANICAL REQUIREMENTS FOR THE MAGAZINE
SIZE IN INCHES WIDTH DEPTH

TYPE SIZE: 7" x 9 1/2"
TRIM SIZE: 8 3/8" x 10 7/8"
BLEED SIZE: 8 5/8" x 11 1/8"

CONTACT:

Emilee Johnson-Stewart

Membership Services Administrator
London & District Construction Association

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