



IDCA

We Build the Future

MEDIA PLANNER

WHY ADVERTISE WITH LDCA?

MAXIMUM EXPOSURE!

@LDCAconnect MAGAZINE

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

THE MEMBERSHIP DIRECTORY AND BUYER'S GUIDE

The Membership Directory Buyer's Guide is published annually and contains contact information for every LDCA member.

BI-MONTHLY NEWSLETTER

@LDCAconnect e-newsletter is distributed to over 1800 individual email addresses; content includes industry updates, event notifications and industry specific advertising

WEBSITE

Reach your target audience with a slider on the LDCA website



DIGITAL POSITIONS

- @LDCAconnect e-newsletter is distributed bi-monthly, to over 1800 subscribers
- Allow for dynamic, time sensitive promotion
- Directs visitors to the landing page of your choice

ADVERTISING OPPORTUNITIES	SPECS	1 MONTH	6 MONTHS	12 MONTHS
Website Slider	1125 X 360 Pixels JPEF Only	\$200	\$900	\$1200
Newsletter Advert	300 x 250 Pixels JPEG Only	\$150	\$750	\$1200
Sponsored Editorial Content	180 X 150 pixels (image) 636 X 295 Pixels (up to 50 words) JPEG Only	\$325 per insertion		

**PROMOTE YOUR COMPANY OR EVENT THROUGH OUR WEBSITE
AND/OR NEWSLETTER!**

QUESTIONS?

Emilee Johnson-Stewart

Member Services

memberservices@ldca.on.ca

519-453-5322

MAGAZINE ADVERTISING

SIZE	WIDTH	DEPTH	2X RATE	1X RATE
Inside Cover (Front or Back)	8.625"	11.125"	\$1500	\$1650
Outside Back Cover	8.625"	11.125"	\$2000	\$2500
Full Page (with Bleed)	8.625"	11.125"	\$1000	\$1200
1/2 Page	7"	4.625"	\$650	\$950
1/3 Page	7"	3"	\$475	\$525
1/4 Page	4.625"	3.375"	\$325	\$375
1/8 Page (Business Card Size)	3.5"	2"	\$175	\$250
Double Page Banner	17.25"	3.375"	\$650	\$950



SPECIFICATIONS

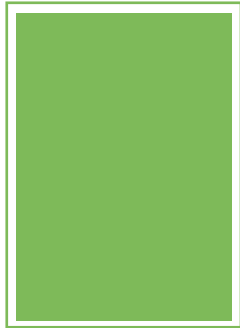
- Preferred format for magazine ad is a High Resolution (300dpi) PDF file
- Preferred format for magazine, newsletter and buyer's guide advertisement is a High Resolution JPEG file
- All fonts must be embedded and all colour must be converted to CMYK

NEW MEMBERS SAVE 50% ON ADS WITHIN THEIR FIRST CALENDAR YEAR!

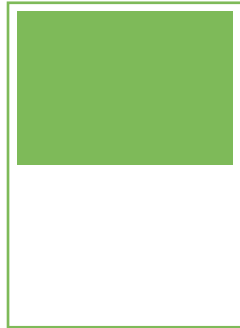
**If you have any questions
please contact:**

Emilee Johnson-Stewart
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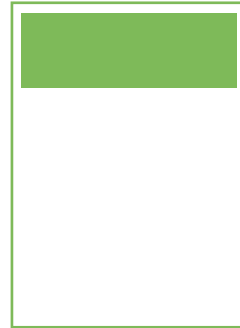
BUYER'S GUIDE ADVERTISING



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)	
1-3 Listings	\$25 per listing
4-6 Listings	\$24 per listing
7+ Listings	\$23 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