

CCA National Voice – A Quarterly Review for the Canadian Construction Association

Publishing frequency: Three times a year

Circulation: 18,500 (English edition 15,200 and French edition 3,300)



The **CCA newsletter** is mailed to CCA's 70 integrated partner associations as well as to their member companies working in industrial, institutional, commercial and civil engineering construction as well as in the manufacturing, services and suppliers sector. The CCA newsletter is addressed to the company contact for the local partner association membership, most often the CEO or another member of senior management.

Additionally, CCA Quarterly is now published electronically, posted on the CCA website and promoted using Twitter (@ConstructionCAN) and LinkedIn.



Content: Normally around 28 pages consisting of current articles, president's editorial, government relations report, council and committee updates.

Format: 8 1/2" x 11", 4-colour process



Booking/material deadline	Distribution date
March 23, 2016	Mid-May 2016
June 29, 2016	Mid-August 2016
October 7, 2016	Early December 2016

See advertising guidelines and specifications on next page

Advertising Guidelines

The Diamond and Platinum sponsorships of CCA's annual conference include full-page advertising space in the newsletter. Advertising space for Diamond and Platinum sponsors is allocated at the beginning of the year.

The **advertising contact for Diamond and Platinum sponsors** is CCA's director of marketing and communications Kirsi O'Connor (koconnor@cca-acc.com, 613-236-9455 ext. 417).

For more information on **CCA annual conference sponsorship**, please contact CCA's associate director of meetings & conferences Patricia Gougeon (pgougeon@cca-acc.com, 613-236-9455 ext. 412).

Advertising in the CCA newsletter for companies other than Diamond and Platinum sponsors is limited to ¼-page size (or two adjoining ¼ pages).

Advertising spaces are filled on a first come-first served basis. Advertising contracts are subject to a final approval by CCA. CCA reserves the right to terminate the contract if the advertising material doesn't conform to CCA's standards.

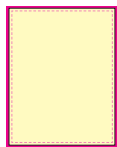
Booked ads are to be delivered in the specified format by the material deadline or CCA may use the space at the advertiser's expense. Advertisers are expected to provide both English and French versions of their ad unless agreed otherwise in advance by CCA. If required, CCA can provide assistance in translating ad copy.

Ad Rates	
¼ page	\$1,470*
Adjoining ¼ pages	\$2,940*

* plus applicable taxes

Advertising Specifications

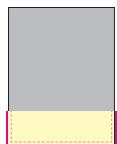
- 1) **NOTE: FINAL Printed size of magazine: 8 1/2" w x 11" h - 4-colour process throughout.**
- 2) Client shall provide CCA with a PC digital file with all printer markings supplied in eps, ai, tiff, psd or Press Quality PDF format.
Minimum resolution accepted is 300 ppi.
All fonts must be converted to outlines or embedded. All images embedded.



FULL PAGE *Reserved exclusively for CCA conference Diamond and Platinum sponsors*

8.5" w x 11" h (trim). Please allow 1/8" margin inside the trim for any live graphics and 1/8" outside trim for bleed.

Final bleed size: **8 3/4" w x 11.25" h** (This includes 1/8" bleed on all sides.)



¼ PAGE

8.5" w x 2.75" h (trim). Please allow 1/8" margin inside the trim for any live graphics and 1/8" outside trim for bleed.

Final bleed size: **8 3/4" w x 2 7/8" h** (This includes 1/8" bleed on both sides and on the bottom.)



ADJOINING ¼ PAGES

17" w x 2.5" h (trim). Please allow 1/8" margin inside the trim and 1/2" on center for any live graphics. Allow 1/8" outside trim for bleed.

Final bleed size: **17 1/4" w x 2 7/8" h** (This includes 1/8" bleed on both sides and on the bottom.)