

# Connections

## Helping your business to thrive

We are here to help you make connections – and develop profitable business. This is much more than just placing your advertisement and leaving you to hope your phone will ring, or someone will inquire by email. Successful marketing and business development within the architectural, engineering and construction industry requires a multi-faceted approach and thoughtful attention to opportunity.

Our role is to help you elevate your business beyond “low bidder wins the job” commodity pricing. Yes, you cannot escape competition and you will need to price your services and products fairly, but you can develop a much more successful and satisfying business with attention to your brand. Branding is not just for the big shots of consumer marketing – though the approach to branding your business will be much different if you are a sub-trade in your local community than if you are Coca-Cola.

We help you with your branding by providing integrated services combining editorial publicity, on-going advertising, web based and e-mail publicity and, most importantly, connections and advice on how to forge your own connections and relationships within the community. This consultative approach to business development and community involvement will boost your sales and employee morale – and is surprisingly economical.

Our services include:

**Publishing editorial feature profiles.** These can either be paid ‘advertorials’ or be based on supplier-support advertising. (These features can range in length from two to 12 or more pages – and make excellent resources for your marketing packages, and your websites.)

**Ongoing advertising/marketing campaigns.** We’ll incorporate your advertising within a framework of overall strategies to build your business. This includes editorial publicity, advice on how to best reach your objectives, and networking/community resources.

**Guidance and support.** You might be doing business with us to support one of your current clients, perhaps as an advertiser in one of our editorial feature profiles. Be reassured that we consider you worthy of the same respect that you have for your own clients – we’ll share insights, ideas, and resources, to help you find new business – without expecting you to do anything else.

**Community involvement and contributions.** We’re always ready to support with publicity and free advertising community and charitable initiatives, and we work closely with industry associations and businesses in addressing issues of interest to the industry – advocating on the industry’s behalf with the government, and working to improve communication and remove barriers to relationships between different elements of the industry. These services never cost a cent; and you don’t need to be an advertiser to receive these benefits.

Most importantly, you’ll find we will work with you to succeed, regardless of the size and scale of your business. Our perspective is interdisciplinary, but our values reflect the universal ideals of respect, fairness, and belief in your business potential. Call us if you have any questions. We’ll listen and provide practical guidance and support.

# Production schedule and themes

The Ottawa Construction News is published monthly. The general deadline is the 15<sup>th</sup> of the previous month (or the Friday before the 15<sup>th</sup> if the 15<sup>th</sup> falls on a weekend or holiday). Generally, it takes about two to three weeks from the deadline for the publication to reach readers, but if you are advertising for a time-sensitive event, please check with us in advance to confirm when the paper will be delivered.

If you would like editorial publicity in any of these themes, it is helpful to communicate with us well before the deadline. This will allow our editors time to work with you and learn about your business or service.

We invite your suggestions for themes and topics for future issues. Please feel free to communicate with your representative or Publisher Mark Buckshon at [buckshon@cnrgp.com](mailto:buckshon@cnrgp.com).

## 2011 themes

January	Specifications/Building Materials -Technologies (CSC Show)
February	Women in Construction Readers Choice Awards
March	Landscaping Environment
April	General Contractors
May	Roadbuilding/Heavy Construction Heavy Equipment
June	Architecture and the OAA
July	The environment – Sustainable Development – LEED certification
August	Insurance and Bonding
September	Legal issues for construction Toronto Sheet Metal Contractors Association (TSMCA)
October	Technology and computers/ Electronic Planrooms and estimating
November	Sewer and Watermain Construction
December	Construction Equipment and Trucks

### MISSION STATEMENT

Breaking new ground,  
Building new bonds,  
and  
Delivering news you can use every day.



# Advertising Rates

SIZE	FREQUENCY			
	1	3	6	12
1/10	285	270.75	256.5	228
1/8	345	327.75	310.5	276
1/6	495	470.25	445.5	396
1/4	650	617.5	585	520
1/3	875	831.25	787.5	700
1/2	1275	1211.25	1147.5	1020
FULL PAGE	2000	1900	1800	1600

## GROSS RATES (ADD 25%)

### EXAMPLE

FULL	\$2500	2375	2250	2000
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## COLOUR:

	NET	GROSS
One Colour (Publishers Choice)	\$75.00	\$93.75
One Colour (Spot)	\$150.00	\$187.50
Two Colours (Spot)	\$275.00	\$343.75
Process Colour	\$475.00	\$593.75

## PREMIUM POSITIONS

Inside Front or Back Cover	20%
Outside Back Cover (full only)	25%

\*\* Position Premium includes 2 spot colours on full page

## FRONT PAGE EARLUGS (Min 6 insertions)

6x	\$374.50
12x	\$321.00

## FEATURE PAGE EARLUGS (Min 6 insertions)

6x	\$280.00
12x	\$230.00

## FEATURE STRIP AD (Min 3 insertions)

3x	\$540.00
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## Directory of Products and Services

\$195.00 (12 Months)	Free to contract holders
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\* Net Rates are available if invoice is settled within 15 days, upon publication. Otherwise, gross rates apply.

\*\* Net rate is non commissionable. 15% commission is paid to accredited advertising agencies booking at the gross rate.

## Ottawa, GTA & Northern Ontario

Receive a 10% discount when you book an ad to appear in Ottawa Construction News or one of our other regional papers. Receive a 15% discount when you book in all three! You can also reach the entire Ontario market in Ontario Construction Report, which is distributed as a supplement to the papers in both markets.

## Ad Formats and sizes

Depth in agate lines (width and depth in inches)  
 Measurement dimensions listed width by depth

		WIDE	HIGH
1/10 page (2 col)	.....	3 1/4" x	3 3/4"
1/10 page (3 col)	.....	5" x	2 5/8"
1/8 page (3 col)	.....	5" x	3 1/4"
1/8 page (2 col)	.....	3 1/4" x	4 3/4"
1/6 page (3 col)	.....	5" x	4 1/4"
1/6 page (2 col)	.....	3 1/4" x	6 5/8"
1/4 page (4 col)	.....	6 3/4" x	4 3/4"
1/4 page (3 col)	.....	5" x	6 3/8"
1/4 page (2 col)	.....	3 1/4" x	9 5/8"
1/3 page (6 col)	.....	10 1/4" x	4 1/4"
1/3 page (4 col)	.....	6 3/4" x	6 3/8"
1/3 page (3 col)	.....	5" x	8 1/2"
1/3 page (2 col)	.....	3 1/4" x	12 3/4"
1/2 page (6 col)	.....	10 1/4" x	6 3/8"
1/2 page (4 col)	.....	6 3/4" x	9 5/8"
1/2 page (3 col)	.....	5" x	12 3/4"
Full page (6 col)	.....	10 1/4" x	12 3/4"

Note: The width measurements take into account the gutter" measurement between the columns.

## Design and Production Service

Production/design services: \$75.00.  
 This fee will be waived if advertiser provides graphics materials by production deadline.

Please send all electronic artwork to  
 artwork@cnrgp.com

MAC platform: High Res PDF, High Res  
 JPEG, Quark Xpress (fonts and files),  
 Illustrator EPS with Outlines

