

Target audience and benefits

- *Construction Comment* is the official publication of the Ottawa Construction Association.
- A total of 2,700 copies of each issue of *Construction Comment* is distributed to key decision makers and purchasers in eastern Ontario's construction industry, including:
 - 1,300 contractors, subtrades, suppliers
 - 200 architectural and engineering firms
 - 125 municipalities in eastern Ontario
 - 200 corporate or public sector buyers of construction
- By advertising in *Construction Comment*, your firm benefits from direct exposure to the buyers and builders in Eastern Ontario's \$3-billion dollar construction market. Your advertising dollars go directly to support *Construction Comment* on a cost-recovery basis and your firm benefits from an excellent opportunity to enhance its profile in the community.
- Founded in 1889, the Ottawa Construction Association today is the third-largest regional construction association in Canada. The more than 1,000 OCA member firms combined represent more than 90 per cent of the commercial, industrial and institutional market.

Publication

- *Construction Comment* is an 8 1/2" x 11" full colour, glossy stock magazine, published 10 times annually.
- Printed on a six-colour Heidelberg Speedmaster sheet-fed press in an ISO-9001-certified facility.

Advertising

- Please see attached rate sheets for ad placement rates and mechanicals.
- Please enquire about position guarantees.

Advertising Rate Card

Rates are per insertion

Size	Insertions	1x	5x	10x
1/8 page		440	300	220
1/4 page		605	470	330
1/2 page		935	770	605
full page		1,540	1,265	1,100
Premium positions				
		1x	5x	10x
DPS		2,750	2,255	2,090
2nd or 3rd cover		n/a	1,540	1,320
4th cover		n/a	1,760	1,540

Artwork Delivery

- All digital Greyscale and Color art should be @ 300 DPI.
- The following digital file types will be accepted: TIFF, EPS, High Resolution JPEG & PDF
- Vector artwork (i.e. Illustrator, Freehand, etc) should be saved in an EPS format with fonts and images embedded, or all images and fonts must be supplied.
- All screen and printer fonts must be provided.
- We will substitute with similar fonts if originals are not submitted.
- Text can be converted to outlines, but if proofing errors are discovered, new art may need to be submitted.
- Please note: IMAGES FROM THE WEB ARE NOT SUITABLE FOR PRINTING.

Please email artwork to: memopro@videotron.ca

The OCA assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or upcoming publication if any proven or admitted errors or omissions have occurred. Payment by Non-member firms is required before ad is published. Payment by Member firms is due upon receipt of invoice. Interest shall be charged at 2 percent per month compounded to yield 26.82 percent per year on overdue accounts. In the event of a contract cancellation, the advertiser/or agency agrees to repay the OCA any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission.

AD DIMENSIONS

Size	Width	Height
Full Page	7"	9 1/2"
1/2 page horizontal	7"	4 3/4"
1/2 page vertical	3 3/8"	9 1/2"
1/4 page horizontal	4 5/8"	3 3/8"
1/4 page horizontal banner	7"	2 1/4"
1/4 page vertical	3 3/8"	4 3/4"
1/8 page horizontal	3 3/8"	2 1/4"
1/8 page vertical	2 1/8"	3 3/8"

Mechanical Requirements

Type Size: 7" x 9 1/2"

Trim Size: 8 1/4" x 10 7/8"

Bleed Size: 8 5/8" x 11 1/4"

Halftone Screen 133 lines up to 150 lines

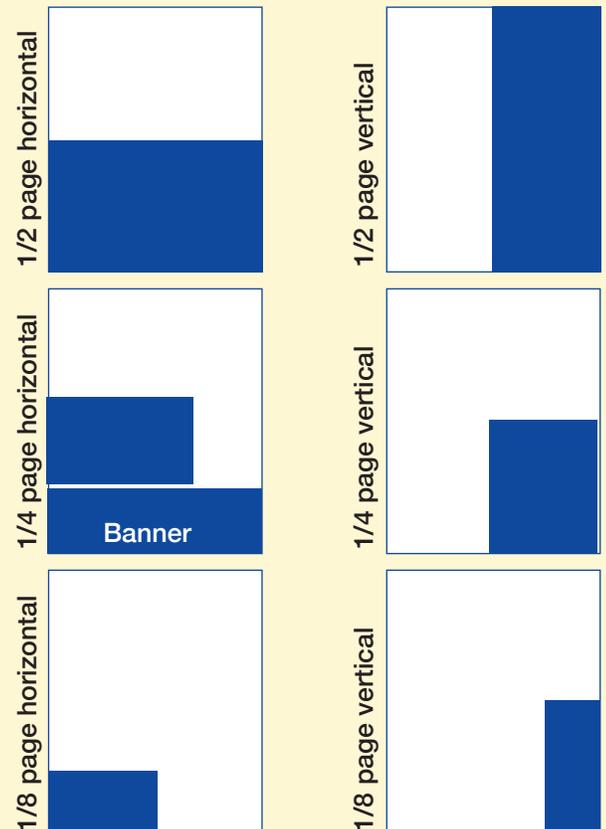
DPS Mechanical Requirements

Type Size: 15 3/8" x 9 1/2"

Trim Size: 16 3/4" x 10 7/8"

Bleed Size: 17" x 11 1/4"

Halftone Screen 133 lines up to 150 lines



RESERVE YOUR SPACE TODAY



CONSTRUCTION

COMMENT

The Official Publication of the Ottawa Construction Association

CLIENT INFORMATION

Date: _____

Company Name: _____

Contact Person: _____

Address: _____

City: _____

Postal Code: _____

Phone: _____

Fax: _____

Email: _____

9 Antares Drive, Ottawa, ON K2E 7V5
 Phone: (613) 236-0488 Fax: (613) 238-6124

Total # of Insertions: 1 5 10 Other: _____

OCT NOV DEC/JAN FEB MAR APR MAY JUNE JULY/AUG SEPT

Cost per insertion: _____ Plus HST: _____

Total: _____

HST Number: 10780 5954 RT0001

Method of payment:

OCA MEMBER

Invoice me VISA MasterCard

NON-OCA MEMBER

Payment required before publishing ad

Cheque VISA MasterCard

Name on the Credit Card: _____

Credit Card # _____

Expiry Date: ___/___ Security Code: _____

Signature: _____

Today's Date: _____

Invoice me per insertion:

ADVERTISEMENT INFORMATION

Size – Full Page 1/2 1/4 1/8

Shape: Horizontal Vertical

Special Instructions or details:

Ad to be sent to the OCA via email

Artwork will be sent at the latest by: _____ date

Ad to be created by OCA Production:

Signature: _____

Date: _____

ARTWORK DELIVERY

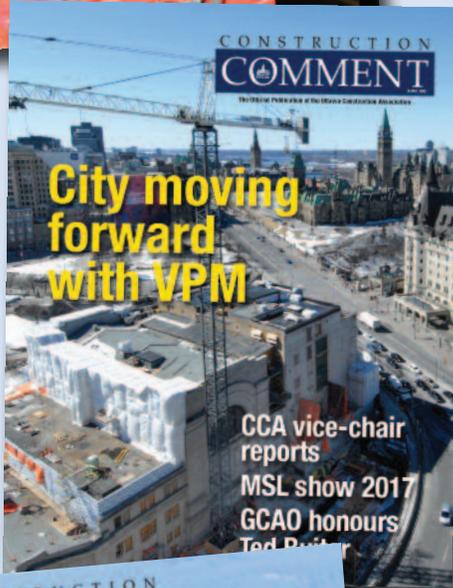
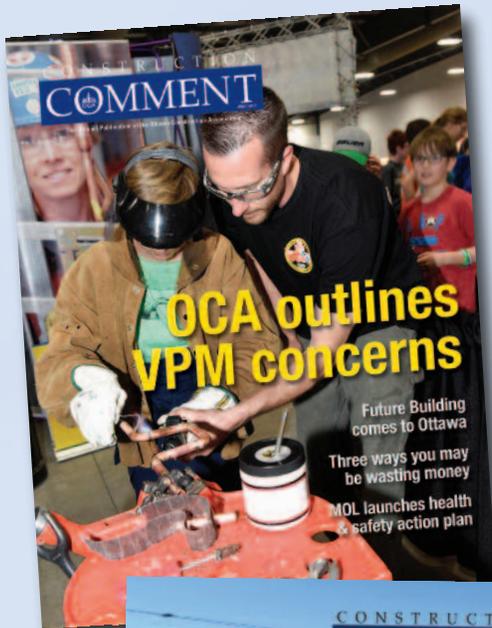
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- All screen and printer fonts must be provided.
- We will substitute with similar fonts if originals are not submitted.
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- Please note: IMAGES FROM THE WEB ARE NOT SUITABLE FOR PRINTING.

Please email artwork to: artwork@oca.ca

Signing this contract above commits the advertiser to all issues listed. If all specifications remain the same, the total advertiser commitment will be the listed number of issues times the per issue rate. Payment by Non - member firms is required before ad is published. Payment by Member firms is due upon receipt of invoice

PLEASE FAX THIS FORM BACK TO 613-238-6124

RESERVE YOUR SPACE TODAY



If your firm hasn't already booked an advertisement with *Construction Comment*, what are you waiting for?

Industry news at your fingertips

As the region's only full-colour, construction news magazine, each issue of *Construction Comment* brings you the industry news you need to know, coupled with insightful commentary from some of the best known names in the business.

Your ad gets noticed

Every issue of *Construction Comment* is mailed direct to OCA member firms, design professionals and many key purchasers of construction products and services in the public and private sectors.

In short, by advertising in *Construction Comment*, your ad gets noticed by the people who count.

BOOK TODAY!

Reserve your space today

for as little as \$220 per issue.

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full page	1,540	1,265	1,100	

For more information contact OCA at events@oca.ca or 613 236-0488