

TORONTO BUILDER MEDIA GUIDE



**Access more than 90% of the GTA's low-rise
and high-rise home builders and developers.**

Toronto Builder bi-annual magazine

FOR MORE INFORMATION, PLEASE CONTACT:

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NAYLOR 
ASSOCIATION SOLUTIONS





BY THE NUMBERS

90%

BILD members account for more than 90 percent of the residential low and high rise activity in the Greater Toronto Area.

38,000

There were a total of 38,000 housing starts in 2018 across the GTA.*

\$33 B

There is more than \$33 billion in investment value in the GTA's home building industry.

BILD'S NEARLY 1,500 MEMBER COMPANIES INCLUDE:

- Home builders
- Land developers
- Professional RenoMark renovators
- Land use & environmental planners
- Representatives of service, professional and financial institutions
- Manufacturers
- Lawyers
- Surveyors
- Sub-contractors
- Architects
- Suppliers



Toronto Builder

Bi-Annual Magazine.

BILD your brand with
Toronto Builder magazine.

Contact your Naylor account executive today!

Source: 2018 Marketing Questionnaire



Net Advertising Member Rates

All rates include an Ad Link in the digital edition of the magazine.

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Color Rates	1x	2x
Double Page Spread	\$ 4,189.50	\$3,559.50
Outside Back Cover	\$3,709.50	\$ 3,259.50
Inside Front or Inside Back Cover	\$ 3,499.50	\$ 3,049.50
Full Page	\$ 2,969.50	\$ 2,519.50
1/2 Page	\$ 2,329.50	\$ 1,979.50
1/3 Page	\$ 2,049.50	\$ 1,739.50
1/4 Page	\$ 1,269.50	\$ 1,079.50
1/6 Page	\$ 1,039.50	\$ 879.50
1/8 Page	\$ 819.50	\$ 699.50

Black-and-White Rates	1x	2x
1/2 Page	\$ 1,169.50	\$ 989.50
1/3 Page	\$ 899.50	\$ 759.50
1/4 Page	\$ 759.50	\$ 649.50
1/6 Page	\$ 689.50	\$ 589.50
1/8 Page	\$ 539.50	\$ 459.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this, or any advertising. Naylor, LLC assumes no liability, except to the extent of a one-time free advertisement of the same specification, the next or similar publication, if proven or admitted errors or omissions have occurred. Payment due upon receipt of invoice. 2% per month compounded (26.82% per year) to be charged on overdue accounts as damages for breach of contract. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$35.00 will be levied for returned checks. I also give unqualified consent to our ad(s) appearing in an online version of this publication. Acceptance of this contract and advertising content is subject to the approval of the association. The advertiser represents that they have the right to use any artwork supplied to Naylor in the manner contracted. All guaranteed (premium) position sales cannot be cancelled. Any cancellation must be requested in writing prior to the Cancellation Deadline. Advertisers will be billed the amount short-rated per issue if within a one-year period they do not run the number of insertions upon which their billings have been based. Artwork Creation Charge is not cancellable once ad has been created. (Rates as of January)

Non-Member Net Advertising Rates

All rates include an Ad Link in the digital edition of the magazine.

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

Full-Color Rates	1x	2x
Double Page Spread	\$ 4,769.50	\$ 4,049.50
Outside Back Cover	\$ 3,989.50	\$ 3,499.50
Inside Front or Inside Back Cover	\$ 3,779.50	\$ 3,289.50
Full Page	\$ 3,249.50	\$ 2,759.50
1/2 Page	\$ 2,569.50	\$ 2,179.50
1/3 Page	\$ 2,189.50	\$ 1,859.50
1/4 Page	\$ 1,439.50	\$ 1,219.50
1/6 Page	\$ 1,189.50	\$ 1,009.50
1/8 Page	\$ 929.50	\$ 789.50

Black-and-White Rates	1x	2x
1/2 Page	\$ 1,419.50	\$ 1,209.50
1/3 Page	\$ 1,039.50	\$ 879.50
1/4 Page	\$ 929.50	\$ 789.50
1/6 Page	\$ 819.50	\$ 699.50
1/8 Page	\$ 659.50	\$ 559.50

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INDEX OF ADVERTISERS CATEGORIES

Our publication features an Index of Advertisers section in which your company will be listed under the category of your choice with the page number of your ad. When our members are in the market for a specific product or service, they can search the Index of Advertisers and quickly locate advertisers that specialize in that category.

One free category is included with any size ad and additional categories are only \$20 each. *If your product or service is not listed below, a new category can be created for you.*

- | | |
|--|---|
| <ul style="list-style-type: none"> <input type="checkbox"/> Accounting/tax services <input type="checkbox"/> Acoustical engineers <input type="checkbox"/> Appliances <input type="checkbox"/> Architects <input type="checkbox"/> Asphalt paving <input type="checkbox"/> Audio/video integration <input type="checkbox"/> Cleaning services/supplies <input type="checkbox"/> Communications <input type="checkbox"/> Concrete products/suppliers <input type="checkbox"/> Construction equipment/supplies <input type="checkbox"/> Construction management <input type="checkbox"/> Decking systems <input type="checkbox"/> Doors <input type="checkbox"/> Drywall contractors <input type="checkbox"/> Electrical contractors <input type="checkbox"/> Elevators <input type="checkbox"/> Engineers <input type="checkbox"/> Equipment rental <input type="checkbox"/> Fencing <input type="checkbox"/> Financial institutions <input type="checkbox"/> Fire & safety <input type="checkbox"/> Fireplace equipment/accessories <input type="checkbox"/> Flooring <input type="checkbox"/> Garage doors <input type="checkbox"/> Hardwood flooring <input type="checkbox"/> Heating & air conditioning <input type="checkbox"/> Insulation—contractor/supplier <input type="checkbox"/> Insurance <input type="checkbox"/> Interior designers <input type="checkbox"/> Iron/ornamental/welding <input type="checkbox"/> Kitchens <input type="checkbox"/> Landscape—contractors/services <input type="checkbox"/> Law Firms <input type="checkbox"/> Masonry—contractors | <ul style="list-style-type: none"> <input type="checkbox"/> Media/newspapers/radio <input type="checkbox"/> Mortgage services <input type="checkbox"/> Mouldings <input type="checkbox"/> Natural gas supply <input type="checkbox"/> Paint contractors <input type="checkbox"/> Paving <input type="checkbox"/> Portable toilets <input type="checkbox"/> Power tools <input type="checkbox"/> Real Estate <input type="checkbox"/> Roofing <input type="checkbox"/> Roofing—contractors/suppliers <input type="checkbox"/> Safety Products <input type="checkbox"/> Security systems/services <input type="checkbox"/> Siding <input type="checkbox"/> Skylights <input type="checkbox"/> Spas/hot tubs/whirlpools <input type="checkbox"/> Sprinkler systems <input type="checkbox"/> Stairs/handrails <input type="checkbox"/> Stone—building/landscaping <input type="checkbox"/> Storage <input type="checkbox"/> Structural steel <input type="checkbox"/> Stucco <input type="checkbox"/> Surveyors <input type="checkbox"/> Topsoil <input type="checkbox"/> Truck rental/trucking <input type="checkbox"/> Utilities <input type="checkbox"/> Vacuum systems <input type="checkbox"/> Ventilation equipment & systems <input type="checkbox"/> Waste disposal <input type="checkbox"/> Waterproofing <input type="checkbox"/> Windows & Doors <input type="checkbox"/> Other:
_____ |
|--|---|

One free listing with any size ad. Additional listings are \$20 each. No limit. Please list new categories on this sheet.

_____ **Additional Categories X \$20 = \$** _____

Initial: _____ **Date:** _____

PAST ADVERTISERS

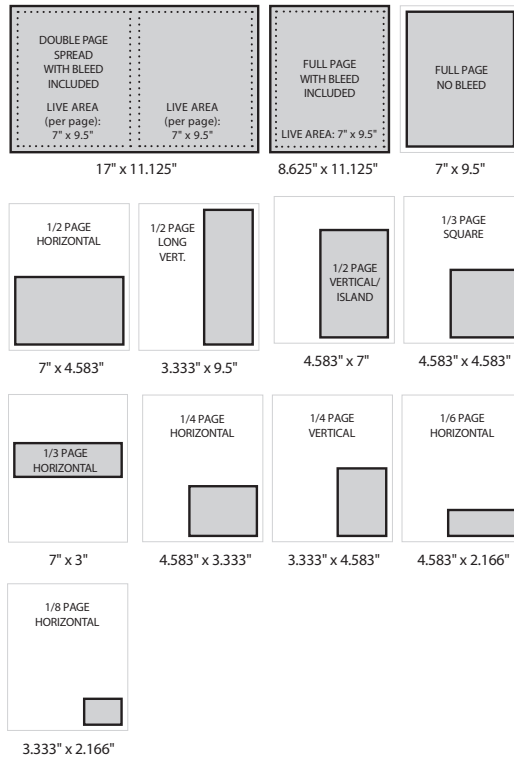
Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the BILD GTA and strongly encourage our members to do business with vendors that support our association. Members know that they can confidently select the quality products and services featured within the official resources of BILD GTA.

Aeon Sodding Corp.
American Hardware Building Supply Co.
Applewood Air Conditioning
Appliance Canada Division of Leon's Furniture Ltd.
Bailey Metal Products
Beaver Valley Stone Ltd.
Best Way Stone Ltd.
Brampton Brick Ltd.
Brattys LLP
Builder Software Tools Inc.
Building Products of Canada Corp.
Caesarstone Canada
Cambridge Elevating Inc.
Canada Mortgage and Housing Corporation
Canadian Mortgage Capital Corporation
Completely Wired
Cortina Kitchens
Cusimano Professional Corporation
Decorative Interiors
Detritus Consulting Ltd
Drive Agency Inc.
E.I. DuPont Canada Company
Enbridge Gas Distribution Inc.
EnerQuality Corporation
Federated Insurance
Firm Capital Properties Management Corp.
Foremost Financial Corporation
Frendel Kitchens Ltd.
G&L Group of Companies
Geoscape Contracting
Goldman, Sloan, Nash & Haber LLP
Great Gulf Homes Ltd.
HGC Engineering Ltd.
Igne Ferro Fireplace Studio
IKO Industries Inc.
K. Winter Sanitation Inc.
Kirkor Architects & Planners
Masters Insurance Limited
Meridian Brick Canada / Briques Meridian Canada
MidNorthern Appliance
Milliken Steel Sales Ltd.
Multi-Cast Design Inc.
Neezo Studios
Olympia Tile International Inc.
Owens Corning Canada Inc.
Picco Engineering
Polyurethane Machinery Corporation (PMC)
RHVCA Residential Heating Ventilation Contractors Association
Rogers Communications
Roni Excavating Ltd./ Orin Landscaping Inc.
Roussel Eavestrough Distributors Limited
Selba Industries Inc
Shipway Stairs Ltd.
Stevenson Whelton MacDonald & Swan LLP
Strassburger Windows and Doors
Stylish Fireplaces By Huntington Lodge
Team 2000 Realty Inc.
The Guarantee Company of North America
Toronto Star Newspapers Ltd.
Tri-Stucco Contractors Inc
Vintage

PRINT ADVERTISING SPECIFICATIONS

TORONTO BUILDER

Magazine/Directory Trim Size: 8.375" x 10.875"



Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Artwork Requirements

All digital color and grayscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either grayscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com/adupload

Production Services, Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Specs for Outsert/Inserts

- 1 Page / 1 surface: 8.375" x 10.875"
- 1 Page / 2 surface: 8.375" x 10.875"
- 2 Page / 4 surface: 8.375" x 10.875"
- Postcards: 6" x 4.25"
- Heavy Card Stock Insert: 8.25" x 10.75"
- Postal Flyers: 8.5" x 11"

Digital Edition

For the latest online specs, please visit www.naylor.com/linespecs

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NON-MEMBER DIGITAL MAGAZINE ADVERTISING OPPORTUNITIES

Toronto Builder is available in a fully interactive digital magazine. Our digital edition is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices. The digital magazine lets you:

- Include ads on an HTML5 and mobile responsive platform
- Link to the landing page of your choice, generating an immediate response from customers
- Maintain your ad presence on the digital issue for readers to reference at any time

FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on “Page View” or “Reading View” in the toolbar!



Mobile & Desktop Responsive HTML Reading View



1 **Leaderboard (all views) | \$1,000**

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

2 **Rectangle (all views) | \$1,000**

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and the 2nd mobile banner appears after the 6th article.

3 **Top TOC Mobile Banner | \$500**

4 **2nd TOC Mobile Banner | \$425**

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

HTML5 Ad | \$1,100

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

Digital Video Sponsorship | \$1,100

The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert / Outsert

Your message appears as an image-based insert, either in between key articles, or placed at the back of the digital magazine.

• **Large Insert | \$700**

• **Medium Insert | \$600**

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

For the latest online specs, please visit www.naylor.com/onlinespecs

MEMBER DIGITAL MAGAZINE ADVERTISING OPPORTUNITIES.

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- **Include ads on an HTML5 and mobile responsive platform**
- **Link to the landing page of your choice, generating an immediate response from customers**
- **Maintain your ad presence on the digital issue for readers to reference at any time**

FORMATS AVAILABLE TO READERS:

- **Reading view (default):** The HTML-based view of our magazine, optimized for all devices. Scrolling articles automatically adjust for comfortable reading
- **Page view:** The digital replica of the print magazine. Flip through this digital book in either a 1 or 2-page format. Determine your preferred zoom setting for an optimal experience.

Important Note: Readers can choose the experience best suited to their needs at any time by clicking on “Page View” or “Reading View” in the toolbar!



Mobile & Desktop Responsive HTML Reading View



1 **Leaderboard (all views) | \$900**

The leaderboard ad appears on-screen in both the reading view and page view of the digital magazine.

2 **Rectangle (all views) | \$900**

The rectangle ad is on the table of contents, appearing on-screen for all pages of the reading view and page view.

TOC Mobile Banners (HTML reading view)

The TOC mobile banner appears in the table of contents, on-screen to the right of the digital magazine on desktop and clickable on mobile in the reading view. The top TOC mobile banner will appear after the 1st article, and the 2nd mobile banner appears after the 6th article.

3 **Top TOC Mobile Banner | \$400**

4 **2nd TOC Mobile Banner | \$325**

In-Magazine Digital Options (HTML reading view)

These standalone ad options are placed between article pages on the HTML reading view of the digital magazine and are visible on all device types.

HTML5 Ad | \$1,000

This mobile responsive ad option gives you the freedom to include text, images, hyperlinks and video across a variety of devices. Full design must be provided by the advertiser at this time.

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The video sponsorship option displays a video, 50-70 words of summary content and a hyperlink to deliver your message to target audiences.

Digital Insert / Outsert

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• **Large Insert | \$600**

• **Medium Insert | \$500**

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For the latest online specs, please visit www.naylor.com/onlinespecs