

CANADIAN DAM ASSOCIATION MEDIA GUIDE

*CDA Bulletin Magazine
eBulletin eNewsletter*

FOR MORE INFORMATION, PLEASE CONTACT:



ABOUT CDA

The Canadian Dam Association is a group of dam owners, operators, regulators, engineers and others who share the goal of advancing knowledge and practices related to dams in Canada.

BULLETIN MAGAZINE

Print & Digital Editions

eBULLETIN
Monthly eNewsletter



#1

We are the **only** national association tightly focused on the technical aspects of dam safety and operations.

800+

Members, including Dam Owners, Regulators, Suppliers, and more!

\$5-15M

More than 50% of CDA members and supporters have annual revenue of over \$5 million and over 40% of these members generate more than \$15 million in annual revenues.

80%

Our members are responsible for approximately 80% of product and service purchases in the Canadian dam industry.

INDUSTRY OUTLOOK

There are more than **10,000** dams in Canada, of which **1,000** are classified as large dams. Our members represent approximately **80%** of the dam industry which includes dams associated with hydroelectric power, mining, agriculture and water supply usage.

- The hydroelectric industry in Canada is valued at **\$27.2 billion** in annual revenue.
- Hydroelectricity accounts for **92%** of Canada's renewable power.
- Over the next five years, industry **revenue is expected to increase 2.9%**.

CONTACT YOUR NAYLOR REPRESENTATIVE TO LEARN MORE ABOUT HOW CDA CAN HELP YOU REACH YOUR GOALS.

Statistics from CDA's 2018 Marketing Survey, 2018 Readership Survey, and IBISWorld Industry Report 2211bCA.

BULLETIN MAGAZINE

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	3x	4x
Double Page Spread	\$ 4,599.50	\$ 4,369.50	\$ 4,139.50	\$ 3,909.50
Outside Back Cover	\$ 3,829.50	\$ 3,679.50	\$ 3,539.50	\$ 3,389.50
Inside Front or Inside Back Cover	\$ 3,389.50	\$ 3,239.50	\$ 3,099.50	\$ 2,949.50
Full Page	\$ 2899.50	\$ 2,749.50	\$ 2,609.50	\$ 2,459.50
1/2-Page Island	\$ 2,159.50	\$ 2,039.50	\$ 1,929.50	\$ 1,829.50
1/2 Page	\$ 1,889.50	\$ 1,799.50	\$ 1,699.50	\$ 1,609.50
1/4 Page	\$ 1,119.50	\$ 1,059.50	\$ 1,009.50	\$ 949.50
1/8 Page	\$ 699.50	\$ 659.50	\$ 629.50	\$ 589.50

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.

Digital Edition Branding Opportunities

Sponsorship | \$525

Belly Band and Large Toolbar | \$525

Skyscraper | \$525

Leaderboard | \$525

For online specifications visit: naylor.com/onlinespecs

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC 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. Ads may also appear in an online version of the publication(s).

BULLETIN MAGAZINE DIGITAL EDITION

Bulletin Magazine 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



1 Leaderboard (all views) | \$525

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

2 Rectangle (all views) | \$525

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 | \$300

4 2nd TOC Mobile Banner | \$250

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.

Digital Video Sponsorship | \$800

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

Your message appears as an image-based insert in between key articles of the digital magazine.

• 1/2 Page Insert | \$400

• 2/3 Page Insert | \$500

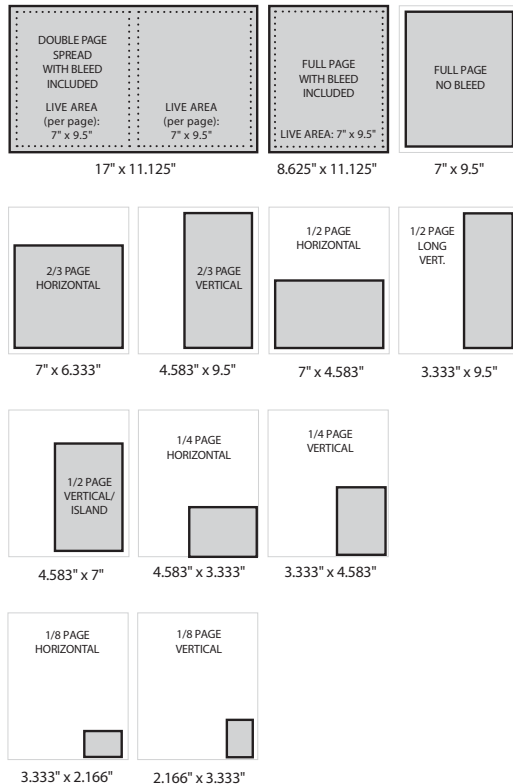
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For the latest online specs, please visit www.naylor.com/onlinespecs

PRINT ADVERTISING SPECIFICATIONS

BULLETIN MAGAZINE

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 Flysheets: 8.5" x 11"

Digital Edition

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

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one-time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC 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. Ads may also appear in an online version of the publication(s).

PAST ADVERTISERS

THANK YOU!

Our communications program is made possible solely through advertiser support. We appreciate the investment that our advertisers make with the Canadian Dam Association 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 CDA.

Amec Foster Wheeler Environment & Infrastructure
American Governor Company
Ames Construction Canada ULC
Ametek Process Instruments
Andritz Hydro AFI, Inc.
Anthony Hardwood Composites, EMTEK
ASI Group Ltd.
Atlas Polar Company Ltd.
Austin Engineering Ltd.
Barnard Construction Company, Inc.
Bauer Foundations Canada, Inc.
BBA, Inc.
Birmingham Foundation Solutions
BGC Engineering, Inc.
BRAUN Maschinenfabrik GmbH
Brookfield Renewable (BPAM US)
Burke Electric, LLC.
C. H. Fenstermaker & Associates, LLC.
Campbell Scientific (Canada) Corp.
Canada Geo-Solutions
Canadian Babbitt Bearings Ltd.
Canadian Power Plus Corporation
Canary Systems, Inc.
Carpi Tech Canada, Inc.
ChemGrout, Inc.
Columbia Power
Concool
ConeTec
Construction Drilling, Inc.
Determination Drilling
Dewind One-Pass Trenching
Digital Precision Metrology
Diving Services
Dominion Divers
Douce Hydro, Inc.

Durham Geo Slope Indicator
EBC, Inc.
Emagineered Solutions, Inc.
Gemtec Ltd.
Geniglace, Inc.
Geokon, Inc.
Geopac
Goodfellow, Inc.
Gygax Engineering Associates Ltd.
Hans Kuenz GmbH
Hatch Ltd.
Hayward Baker Corporate Office
Hellan Strainer Company
Hexeco, Inc.
Hibbard Inshore
Hydro Tech
Hydroscreen Co., LLC.
Hydrothane Systems, Inc.
IKM Testing Canada Ltd.
Insitu Contractors, Inc.
J.D. Mollard and Associates Ltd.
K & C Powerhouse Repair
KGS Group
Klohn Crippen Berger
Knight Piesold Ltd.
Lakeside Equipment
Lotek Wireless, Inc.
Manitoba Hydro
Mavel Americas, Inc.
Measurand, Inc.
Mecan-Hydro
MECo
Mitre Software Corporation

Mohawk Valve & Fitting Company
MPE Engineering Ltd.
Mud Bay Drilling Company Ltd.
Multiurethanes Ltd.
North American PTFE Bearing
Northwest Hydraulic Consultants
O.D.S. Marine
Oiles America Corporation
Ontario Power Generation
Philtek Electronics Ltd.
RD Ingenierie
Reel COH, Inc.
Roctest Ltd. - Canada
Rotoplast
RST Instruments Ltd.
Seals Unlimited, Inc.
Sivertson & Associates Consulting Ltd.
Smith-Root, Inc.
SNC-Lavalin Inc. - Hydro Division
Soderholm Maritime Services, Inc.
Sorensen Systems
SRK Consulting
Stantec Consulting, Inc.
SWS Canada consultants Ltd.
Teledyne BlueView
Teledyne Reson
Tetra Tech EBA, Inc.
Thurber Engineering
Valard
Valard Construction Ltd.
Vogel Equipment
Worthington Products, Inc.

BULLETIN MAGAZINE

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.*

- | | | |
|--------------------------------------------------------------------|---------------------------------------------------------------------|---------------------------------------------------------|
| <input type="checkbox"/> Automation | <input type="checkbox"/> Geotechnical Contractors | <input type="checkbox"/> Pumped Storage Plants |
| <input type="checkbox"/> Bearing Oil Coolers | <input type="checkbox"/> Governors & Control Systems | <input type="checkbox"/> Reinforcing Steel Bars |
| <input type="checkbox"/> Bearings | <input type="checkbox"/> Heavy Construction | <input type="checkbox"/> Researchers |
| <input type="checkbox"/> Benefit Programs | <input type="checkbox"/> Hoisting Systems for Water Control Gates | <input type="checkbox"/> Robotic Products |
| <input type="checkbox"/> Cement Manufacturer | <input type="checkbox"/> Hydraulic & Waterworks Engineers | <input type="checkbox"/> Roller-Compacted Concrete |
| <input type="checkbox"/> Coatings | <input type="checkbox"/> Hydraulic Oils | <input type="checkbox"/> Rubber Dams |
| <input type="checkbox"/> Computer Software | <input type="checkbox"/> Hydro Cleaning Companies | <input type="checkbox"/> Rubber Seals |
| <input type="checkbox"/> Concrete Growth Forms | <input type="checkbox"/> Hydro Painting | <input type="checkbox"/> Safety Focus on Dams |
| <input type="checkbox"/> Conferences | <input type="checkbox"/> Hydro Plants | <input type="checkbox"/> Safety Investigations |
| <input type="checkbox"/> Construction Chemicals | <input type="checkbox"/> Hydro-Cavitation Repairs | <input type="checkbox"/> Safety Programs |
| <input type="checkbox"/> Construction Company | <input type="checkbox"/> Hydropower Caverns | <input type="checkbox"/> Spillway Gates |
| <input type="checkbox"/> Consultants | <input type="checkbox"/> Ice Engineering | <input type="checkbox"/> Surveillance |
| <input type="checkbox"/> Consulting Engineers | <input type="checkbox"/> Inspectors | <input type="checkbox"/> Technologists |
| <input type="checkbox"/> Contractors | <input type="checkbox"/> Instrumentation of Dams | <input type="checkbox"/> Training Companies |
| <input type="checkbox"/> Cranes | <input type="checkbox"/> Insulation | <input type="checkbox"/> Transformers |
| <input type="checkbox"/> Dam & Tunnel Instrumentation | <input type="checkbox"/> Iron Piping | <input type="checkbox"/> Trash Racks |
| <input type="checkbox"/> Dam Owners | <input type="checkbox"/> Irrigation | <input type="checkbox"/> Tunnel Engineering Services |
| <input type="checkbox"/> Drilling & Pressure Grouting | <input type="checkbox"/> Legal/Lawyers | <input type="checkbox"/> Tunneling Tools |
| <input type="checkbox"/> Electro-Mechanical Generating Equipment | <input type="checkbox"/> Log & Debris Booms | <input type="checkbox"/> Turbine Contractors |
| <input type="checkbox"/> Environmental | <input type="checkbox"/> Management & Evaluation of Monitoring Data | <input type="checkbox"/> Underwater Project Consultants |
| <input type="checkbox"/> Environmental Consultants | <input type="checkbox"/> Marine Structural Survey Consultants | <input type="checkbox"/> Underwater Video Cameras |
| <input type="checkbox"/> Equipment & Manufacturing | <input type="checkbox"/> Material Testing Software | <input type="checkbox"/> Water Control Gates |
| <input type="checkbox"/> Fabricators | <input type="checkbox"/> Measurement & Control Systems | <input type="checkbox"/> Water Screens |
| <input type="checkbox"/> Fish Guidance & Barrier Systems | <input type="checkbox"/> Mechanical Seals | <input type="checkbox"/> Waterproofing Specialists |
| <input type="checkbox"/> General Contractor | <input type="checkbox"/> Mining Companies | <input type="checkbox"/> Wood Stave Pen Stock Systems |
| <input type="checkbox"/> Generator & Motors | <input type="checkbox"/> Monitoring & Instrumentation | <input type="checkbox"/> Wood Stave Pipe |
| <input type="checkbox"/> Generators & Turbines | <input type="checkbox"/> Observation Stations | <input type="checkbox"/> Other: _____ |
| <input type="checkbox"/> Geophysical Products | <input type="checkbox"/> On-Going Repairs & Maintenance | _____ |
| <input type="checkbox"/> Geophysics | <input type="checkbox"/> Orphimedes (Tools Reading Measurements) | _____ |
| <input type="checkbox"/> Geotechnical & Structural Instrumentation | <input type="checkbox"/> Project Management Software | |

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: _____

eBULLETIN

ABOUT THE ENEWSLETTER – WWW.NAYLORNETWORK.NET/CDA-NWL

Now more than ever, professionals consume information on the go. Our *eBulletin* eNewsletter allows members to stay informed about timely industry topics and association news whether they are in the office or on the road.



Enjoy the benefits of a targeted eNewsletter:

- Delivers your message directly to the inbox of more than 2,000 decision-makers on a regular basis
- In addition to over 800 members, opt-in subscription means that professionals in the market for your products and services see your message
- Frequently forwarded to others for additional exposure
- Cross-promoted in other CDA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive



1 Rectangle Banner

12 Months | \$2,835

- Only nine spots available – NO ROTATION
- Located between popular sections of *eBulletin*
- JPEG only (no animation)
- Max file size 100 KB

2 Sponsored Content

12 Months | \$3,150

- EXCLUSIVE POSITION – Only one spot available
- Naylor will create the ad
- Client supplies 3-5 words for the header and 30-50 words for the summary text
- Client supplies thumbnail image in JPEG format

Distributed every month to more than 2,000 inboxes!

Sections include

- Industry News
- Member News
- Education and Workshops
- Career Opportunities

For online specifications visit: naylor.com/onlinespecs

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CDA CONFERENCE APP

Available to all event attendees, the new CDA Conference App provides essential information to fully experience the event. This new app will allow users to create a personal schedule, receive key alerts or announcements regarding the events, showcase speakers and provide key information including maps and driving directions to hotels, restaurants and local attractions. **The app will be promoted in all show materials and will be available for FREE download.**

The Conference App Advantage

- The CDA Conference App will **serve as an indispensable tool for attendees**, and will allow you to connect with your target market via mobile technology.
- The conference app allows your brand to **appear on mobile devices (including iPhones, Android devices and iPads) every time an attendee uses the app.**



EXCLUSIVE - Sponsored Splash Screen

Make a strong first impression while creating a connection with attendees every time they open the event app. The splash screen is seen by every app user. This prime digital real estate is pop-up advertising that yields a high rate of engagement due to its size and positioning. Book the app splash screen in conjunction with one of our other ad opportunities to create a presence at this event that can't be missed. Client must supply files in the following sizes (PNG files ONLY):

- 640 x 960
- 1242 x 2208
- 1536 x 2208
- 2048 x 1536

Banner Ad

Reach event attendees at the moment they are searching for relevant event information. Banner ads are placed front and center within the event app and can help you drive booth and website traffic, increase your brand's visibility, and boost event-based sales. Attendees can easily connect with your company by tapping on your banner ad through to your website or another destination within the app, such as your exhibit listing with its contact info, documents, and more. Artwork must be submitted in the following sizes:

- 640 x 150
- 552 x 150



Premier Listings/Highlighted Exhibitors

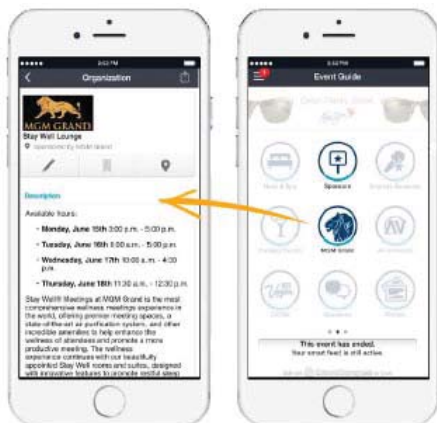
Want to stand out at a price that won't leave your company running on empty? Premier exhibitor listings are the perfect way to break into event app advertising. Enhance your standard exhibitor listing by adding a logo, website link, and social media icons to your company name, description, and contacts. These visual elements help your listing have a friendly appeal while direct links to your website and other pages encourage attendees to connect with you. Premier listings can include one PDF document no more than 10MB in size.

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Menu Sponsorship

Take your premier listing a step further by submitting a custom icon that links from the main menu directly to your listing screen. Use this screen to describe your activities, promotions, and offerings hosted at the event: your booth or sponsored area's hours, the giveaways attendees can enjoy, key happenings taking place in your area, and where to find your company. Artwork must be submitted in the following size:

- 216 x 216

Push Notifications

Push notifications help your company instantly reach attendees with important information, alerts, updates, and more. The notification is an ideal way for you to reach customers about giveaways, games, product demonstrations, or booth speakers. Similar to text messages, push notifications appear on the screen of an attendee's device even if the event app is closed. This powerful, real-time marketing tool commands the attention of attendees when you want them to notice you. Ad submission requirements:

- 140-character limit
- Can include URLs, but the URL counts toward the 140-character limit

