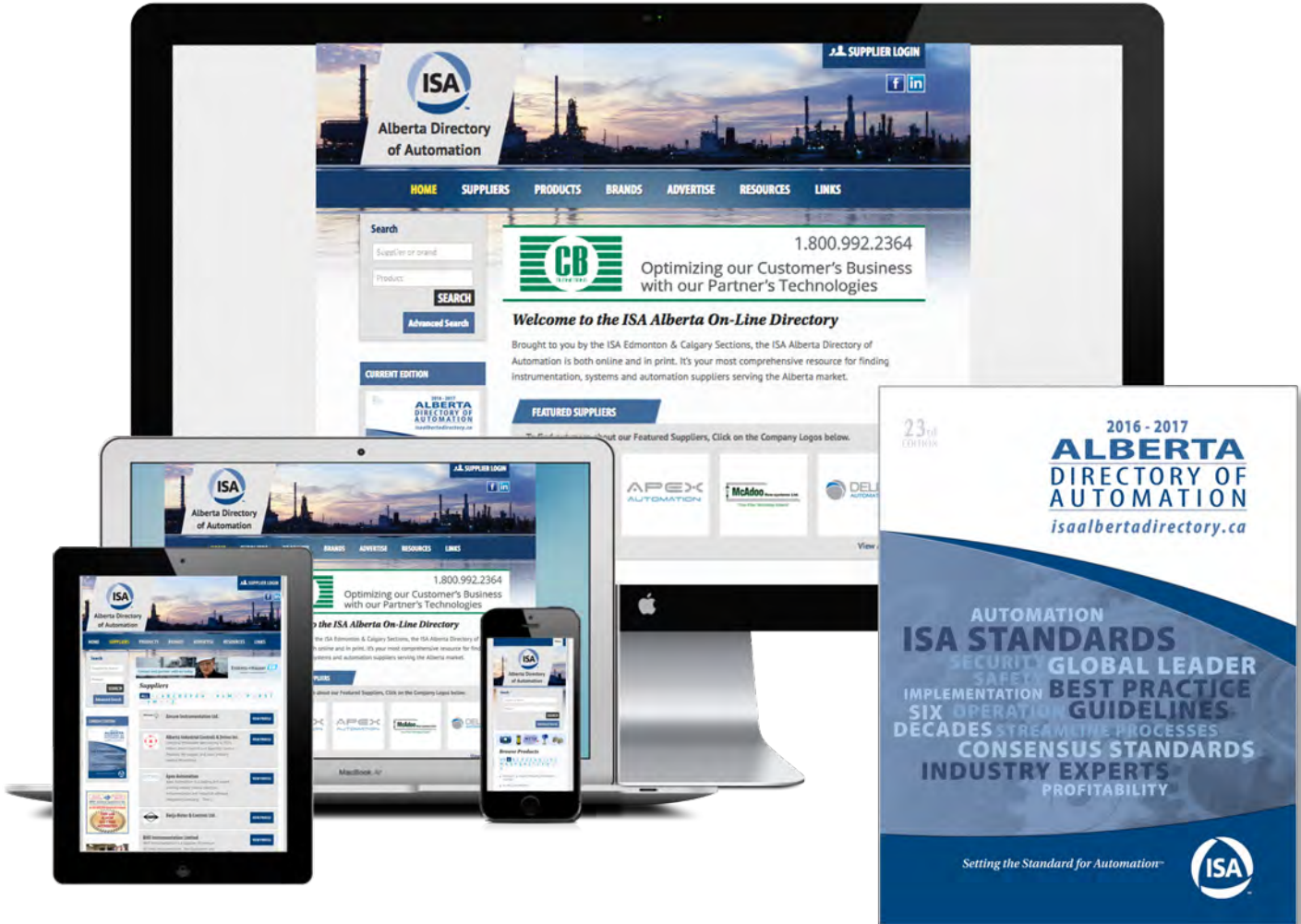




# ALBERTA DIRECTORY OF AUTOMATION



**The Only Directory Resource  
in Alberta for Automation Professionals**

## **2017 Media Kit**

*isaalbertadirectory.ca*



## **REACH ALBERTA'S AUTOMATION INDUSTRY!**

Ensure that your company's brand and message is delivered directly to those that matter the most to your business, serious buyers of Automation, Instrumentation and Systems products and services.

- The Targeted Solution
- Since 1993, 24th Print Edition - October 2017
- Responsive Website Design (Mobile Friendly)
- Searchable by Product, Brand, Company & Location
- Increase your Company's Brand Awareness
- Promote your Products and Services
- Over 1000 Product Categories Available
- Trackable Statistics
- Cross Reference Sales Tool
- 5000+ Printed Directories in Circulation
- Online Company Profiles, editable at your convenience
- Website Banner and Box Ads also available

**ALBERTA STRONG**

# 2 SOLUTIONS FOR 1 LOW ANNUAL PRICE

## PRINT AD

Feature and standard ads available in full colour or b/w.

Products & Services Listings - Choose from over 1000 product and service categories for your company to be listed under.

Brand Listings - The brands you represent will be listed in this section and reference the page of your print ad.

Complimentary directories to distribute to your customers (value \$20 each).

Distributed in October each year.

Over 5000 in Circulation.

## ONLINE COMPANY PROFILE

Secure login allows you to update & edit your company profile any time throughout the year.

Access tracking & statistics for profile views, website click-throughs, and featured supplier clicks, to confirm valuable ROI.

### Includes:

- 1 Company Logo
- 2 Contact Info
- 3 Social Media Links
- 4 Custom e-Message Lead Generation
- 5 Tabs for easy Navigation to:
  - Company Overview
  - News/Announcements
  - Listings of Your Products, Services & Brands
- 6 Featured Products with links to your company website
- 7 Locations





## ADVERTISING RATES

All rates include print ad and online profile.



### FEATURE ADS - Include Full Colour



Inside Front or  
Inside Back  
Covers

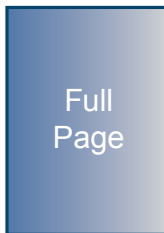
**\$3935**



Section  
Divider Tabs

**\$3605**

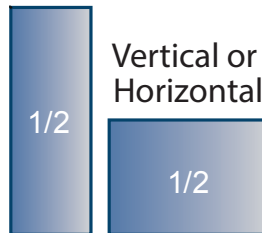
### STANDARD AD SIZES - Black/White



Full  
Page

Full Page

**\$2265**



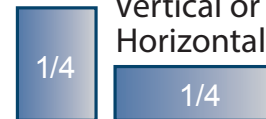
Vertical or  
Horizontal

1/2

1/2

1/2 Page

**\$1395**



Vertical or  
Horizontal

1/4

1/4

1/4 Page

**\$997**

### COLOUR RATES

4 colour – Add **\$785**

1 or 2 colour – Add **\$365** per colour

# ADDITIONAL WEBSITE ADVERTISING OPTIONS

Only available to Directory Advertisers.

1

## FEATURED SUPPLIER ON HOME PAGE

Maximum of 28 spots available  
Company logo linked to your  
online profile page  
Tracking statistics available  
Yearly subscription - Sept. to Sept.

**\$ 500**

2

## PREMIUM AD PACKAGE

Includes Top Page Banner,  
Bottom Page Banner, &  
Side Box Ads

Maximum of 7 premium pkgs available  
Ads rotate throughout all pages  
Tracking statistics available  
Yearly subscription - Sept. to Sept.

**\$ 2,200**

3

## SIDE BOX AD

Ads rotate throughout all pages  
Tracking statistics available  
Yearly subscription - Sept. to Sept.

**\$ 1,000**

The screenshot displays the ISA Alberta Directory of Automation website. At the top, there is a navigation bar with links for HOME, SUPPLIERS, PRODUCTS, BRANDS, ADVERTISE, RESOURCES, and LINKS. A search bar is located on the left side. The main content area features a large banner for Endress+Hauser (marked with a '2' in a blue circle) and a 'Featured Suppliers' section (marked with a '1' in a blue circle) displaying logos for MICA, LIT, VEGA, and TWISTER. Below this is a 'Recent News' section (marked with a '3' in a blue circle) listing articles such as '2017 ISA Calgary Show & Conference - CONFERENCE FEATURES' and '2017 ISA Calgary Show & Conference - REGISTER NOW'. The bottom of the page shows a banner for MUIS Controls Ltd. Flow Indicators and Flow Meters.

## AD SPECIFICATIONS

### FEATURE ADS (Incl. Full Colour)



Inside Front Cover  
 Inside Back Cover  
 Section Divider Tabs

**8 1/8" w x 10 5/8" h**



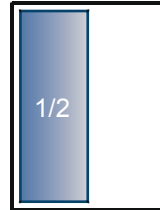
Ad Locations for Feature Ads will be awarded using a Draw Ballot System.

### STANDARD AD SIZES



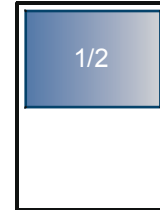
Full Page

**7 1/8" w x 9 1/2" h**



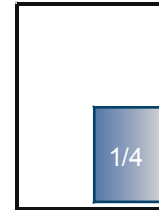
1/2 Page Vertical

**3 1/2" w x 9 1/2" h**



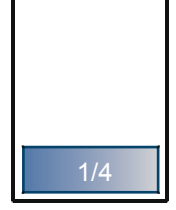
1/2 Page Horizontal

**7 1/8" w x 4 5/8" h**



1/4 Page Vertical

**3 1/2" w x 4 5/8" h**



1/4 Page Horizontal

**7 1/8" w x 2 3/8" h**

Package includes: Ad in printed Directory with all Product & Brand Cross Reference Sections, ISA Alberta Directory Website Account Access with Expanded Company Profile, including Company Overview, Logo, Locations, Social Media Links, New & Announcements, Photos, Custom e-Message Lead Generation, Tracking & Statistic, with links to your company website.

### PRINT AD SPECIFICATIONS: (Covers, Tabs and Full Page Ads)

**Trim: 8 1/8" w x 10 5/8" h**

**Critical Image: 7 1/8" w x 9 1/2" h**

**Bleed: 8 5/8" w x 11 1/8" h**

### MECHANICAL REQUIREMENTS:

Macintosh Platform preferred. PC platform will be accepted. High resolution PDF, InDesign, Adobe Illustrator and Adobe Photoshop formats are accepted.

**Ads MUST be accompanied by a low resolution proof (Jpeg format).** Errors can occur with PDF files with respect to fonts and/or logos. A jpeg allows us to catch these errors prior to printing. (The Publisher is not responsible for errors or discrepancies when a Jpeg proof is NOT supplied.)

All fonts and support images must be included (embedded or converted to outlines). All images and colour must be set to CMYK process, 300 dpi, no compression. Trim and bleed to be included in file, minimum 1/4". (Absolutely NO marks included in the LIVE image area).

**Files may be submitted to [info@isaalbertadirectory.ca](mailto:info@isaalbertadirectory.ca)**

**Creative Services:** Execu Graphx can supply complete creative services. An estimate will be prepared for approval prior to commencement of work. Advertisers assume responsibility for proofing and accuracy of information on ads.

**All New Ads (Electronic Files) are Due - AUGUST 15, 2017**

### WEBSITE ADVERTISING: (ONLY available to active advertisers; yearly subscription rates, Sept - Sept)

#### WEBSITE AD SPECIFICATIONS:

Top and Bottom Page Banner Ads: Max. Width = 688 pixels      Max. Height = 125 pixels  
 Side Box Ad: Max. Width = 175 pixels      Max. Height = 175 pixels  
 Feature Supplier: High Resolution Company Logo (Vector format preferred)

#### MECHANICAL REQUIREMENTS:

Static or Animated Ads are accepted. Jpeg or Gif formats accepted. **Files may be submitted to [info@isaalbertadirectory.ca](mailto:info@isaalbertadirectory.ca)**

Publisher: 

If you have any questions, please contact Marietta