



ALBERTA DIRECTORY OF AUTOMATION

CELEBRATING
25 YEARS



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

2018 Media Kit

isaalbertadirectory.ca



REACH ALBERTA'S AUTOMATION INDUSTRY!

Ensure that your company's brand, products and services are promoted directly to those that matter the most to your business, serious buyers of Automation, Instrumentation and control systems from a diverse range of global industries including: petroleum(oil & gas), mining, power, water & wastewater, forestry, and agriculture

- The Targeted Solution
- Since 1993, 25th Print Edition - October 2018
- 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

CELEBRATING 25 YEARS

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



MicroWatt Life Safety Solutions

Phone: 403.250.1594
Toll Free: 1.888.388.1592
Fax: 1.888.812.8370
Email: mwsales@microwatt.com
www.microwatt.com

Head Office
11141-15th Street NE
Calgary AB
T3K 0Z5

5 Company Overview | News/Announcements | Products/Brands

6 Featured Products

For over 30 years MicroWatt has been widely recognized by our customers as their trusted partner for **Preventative and Mitigative SafeGuarding Products** across Western Canada. MicroWatt continues to deliver innovative **Flame and Gas Detection** safety solutions and **CSA B149.3 compliant BMS Solutions** with unmatched field and product support, and our decades of hazardous location instrument and application experience extend into our APEGA/APEGBC certified **LifeCycle Safety Engineering** and **Enterprise Mobility Systems** business groups.

From the beginning, we recognized that our business was not to simply represent manufacturers. We strive to provide complete solutions whenever possible and partner with our customers every step of the way. The **MicroWatt** team of experts is able to provide our customers with years of experience in flame and gas detection and BMS application consultation, training, on-site installation assistance, calibration and repair services. Our technicians, located at all of our satellite locations, are professionally trained and factory certified. Maintaining a local stock of every product line we carry also enables us to effectively satisfy our customer's most critical delivery situations and our product support technicians are available 24/7, 365 days a year.

SafeGuarding Products - Fixed and Portable Gas Detection, Flame Detectors, F&G Systems, Bumer Management Systems, plus a wide range of Life Safety Equipment. Best-in-Class Sales, Service and Support - our experts can help solve your toughest safety challenge.

LifeCycle Safety Engineering - Certified engineering services empowering our clients to adopt the latest F&G and BMS system design standards using advanced compliance and mapping tools to identify risks that exist and execute a true Preventative and Mitigative Safeguard Lifecycle Philosophy.

Enterprise Mobility Systems - Industrial-grade LoneWorker and Man Down solutions engineered for the Oil & Gas Industry combined with a customizable suite of wireless Voice/Text/Data services powered by the latest ruggedized, hazardous area smartphones and tablets.

7

Head Office
11141-15th Street NE
Calgary AB T3K 0Z5
Phone: 403.250.1594
Toll Free: 1.888.388.1592

Edmonton
9490-51 Avenue
Edmonton, AB T6E 5A6
Phone: 780-465-3644
Toll Free: 1.888.388.1592

Lower Mainland British Columbia
170-422 Richard St.
Vancouver, British Columbia V6B 2Z3
Phone: 604-605-1599
Toll Free: 1.888.388.1592

Grande Prairie
109, 8716-108th Street
Grande Prairie, AB T8V 4C7
Phone: 780-832-0234
Toll Free: 1.888.388.1592

Fert McMurray
2305-921A Thickwood Blvd
Ft. McMurray, AB T9H 5R6
Phone: 780-465-3644
Toll Free: 1.888.388.1592



ADVERTISING RATES

All rates include print ad and online profile.



FEATURE ADS - Include Full Colour



Inside Front or
Inside Back
Covers

\$3995



Section
Divider Tabs

\$3650

STANDARD AD SIZES - Black/White



Full
Page

Full Page

\$2370

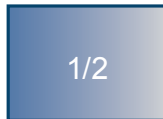


1/2

1/2 Page

\$1465

Vertical or
Horizontal



1/2



1/4

1/4 Page

\$1050

Vertical or
Horizontal



1/4

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.

\$ 600

2

PREMIUM AD PACKAGE

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

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

\$ 2,400

3

SIDE BOX AD

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

\$ 1,200

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 banner for Endress+Hauser (marked with a '2'), a 'FEATURED SUPPLIERS' section (marked with a '1') displaying logos for MICA, LIT, VEGA, and TWISTER, and a 'Recent News' section (marked with a '3') listing events like the 2017 ISA Calgary Show & Conference. A sidebar on the left shows the current edition of the directory and logos for Tundra and Learn More. The bottom of the page features a banner for MUIS Controls Ltd. 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



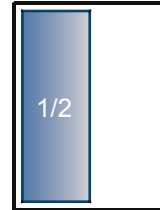
Ad Locations for Feature Ads will be awarded using a Draw Ballot System.

STANDARD AD SIZES



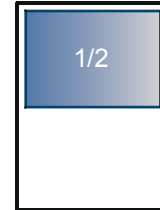
Full Page

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



1/2 Page
Vertical

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



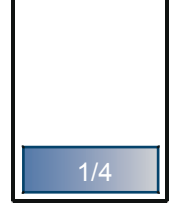
1/2 Page
Horizontal

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

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, 2018

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**



If you have any questions, please contact Marietta