ALBERTA
Directory of Automation

ISA Edmonton Section

ISA Calgary Section

ALBERTA DIRECTORY OF AUTOMATION
Automation, Instrumentation & System Integration

The ISA sections of Edmonton and Calgary are proud to have combined resources for over 30 years to bring you the Alberta Directory of Automation. Serving all of western Canada, the Alberta Directory of Automation is a platform, both **Online** and in **Print,** that provides your customers easy access to the Automation and Instrumentation Supplier and System Integrator database of your products, brands and services.

No more endless searching and scrolling – we've streamlined the process for your customers, and that means they can find what you offer much easier. Showcase your products and services where your customers are looking for them.

ISA Alberta Directory is the only Western Canada Directory that targets diverse industries: Oil & Gas, Pipelines, Refining & Upgrading, Power Generation, Chemical, Mining & Metals, Pulp & Paper, Life Sciences, Data Centre & HVAC Building Automation, Water & Wastewater, Fire & Security, Food & Beverage and Manufacturing.
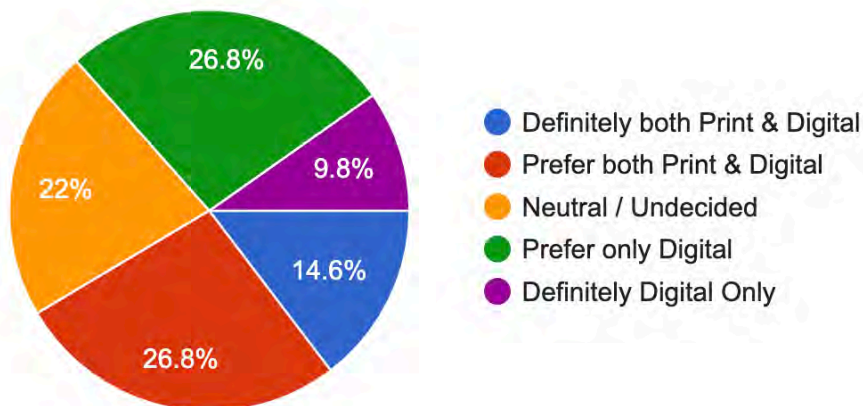
Strategic Visibility and Unique Reach ...

✓ **Enhanced Visibility:** Gain significant exposure to relevant customers in Alberta, boosting your brand's reach.

✓ **Convenient Platform:** Our comprehensive directory offers buyers a one-stop source for finding products, services, and brands, with detailed cross-references to suppliers, system integrators, brands, and manufacturers.

✓ **Key Connections:** Connects local industry end users with leading suppliers and system integrators effortlessly.

✓ **Stay Competitive:** Gain continuous exposure in your specific niche market, driving increased traffic to your website

✓ **SEO Benefits:** Enhance your website's relevancy and authority with valuable backlinks from the directory.

The Value of a Printed Directory ...

✓ **In-Demand Tool:** Despite the digital shift, our printed directory remains a highly requested and utilized resource among industry leaders.

✓ **Stand Out:** A cross-platform approach, breaking through digital advertising clutter with a tangible, hands-on reference tool.

✓ **Always Accessible:** No devices, WiFi, usernames, or passwords needed. The print directory is readily available in offices and remote locations alike.

## Results from the Poll taken in 2023 - Rating Advertisers' Preference ...

Pie chart:
- 26.8% — Prefer only Digital (green)
- 9.8% — Definitely Digital Only (purple)
- 14.6% — Definitely both Print & Digital (blue)
- 26.8% — Prefer both Print & Digital (red)
- 22% — Neutral / Undecided (orange)

Legend:
- ● Definitely both Print & Digital
- ● Prefer both Print & Digital
- ● Neutral / Undecided
- ● Prefer only Digital
- ● Definitely Digital Only

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ANNUAL ADVERTISING RATES

☐ *1/4 Page - $1925*   ☐ *1/2 Page - $2360*   ☐ *Full Page - $3310*

The 31st Edition will be published in September.

Included with your Order
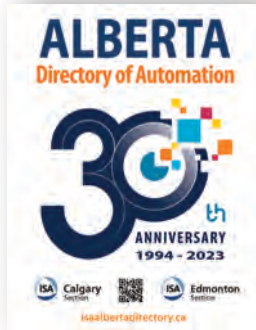
30th PRINT Edition

Full Color Print Ad

Including:

Products & Services Cross Reference
- Exported from your on-line company profile
- Referenced back to your print ad

Brand Cross Reference
- Your represented brands referenced back to your print ad

QR Codes will be incorporated into all print ads and linked to your company profile on the Directory website for quick access to your products, services, brands and more.

AND

Company Profile on Directory Website - isaalbertadirectory.ca

Company Profile Features:

Company Information:

✓ Company name & logo
✓ Phone | Email | Website
✓ Main address
✓ Social Media links
✓ Email contact button
✓ Supplier or System Integrator identification

Profile Tabs:

✓ Overview: Company description
✓ News: that also appears on the home page
✓ Videos: link to your site or YouTube, etc
✓ Case Study: Publish your research and/or customer use cases.
✓ Products/Services: Over 1250 Available Categories
✓ Brands: List your represented brands and cross-reference them to your products

✓ **4 Featured Products & Services Include:** photo, heading and brief description, all linking to your specified URL.

✓ **Additional locations:** Includes complete address & phone numbers.
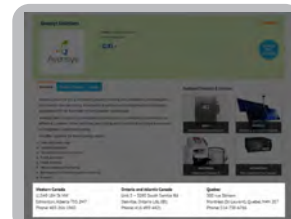
Order or Renew @ isaalbertadirectory.ca or Call 587-200-1520

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Additional Website Advertising Available*

High Impact Takeover | $2400

- Make a strong statement with 3 prominent ad placements appearing on all pages except company profile pages
  - ✓ Top of the page
  - ✓ Bottom of the page
  - ✓ Side bar

- Banner and Side Box Ads are on a random rotation throughout pages (ads may not appear all at once on the same page)

- Tracking statistics available.

Side Box | $1200

- The side box ad placement appears on all pages except the company profile pages

- Ads are on a random rotation throughout pages

- Tracking statistics available
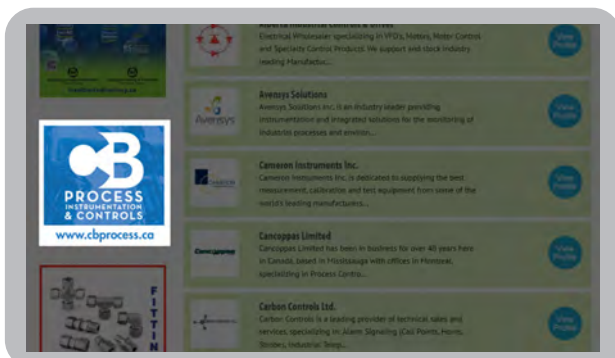

Centre Stage | $600

- Company logos appear on the Home Page in the Center Stage. A random rotation highlighting 4 companies at a time.

- This prominent placement grabs attention and links to your company profile

- Tracking statistics available
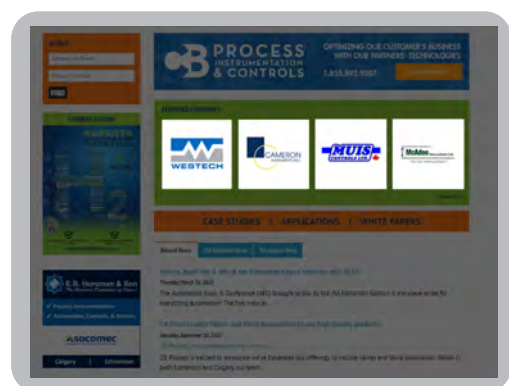
*Must be an Annual Directory Advertiser to purchase ad space on the website.

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AD SPECIFICATIONS

FEATURE ADS
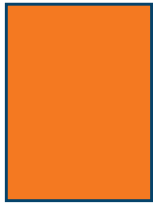
**Inside
Front Cover**

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

STANDARD AD SIZES

Full Page

1/2

1/2

1/4

1/4
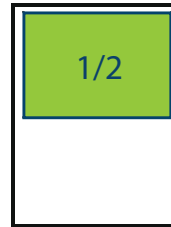
Full Page	**1/2 Page Vertical**	**1/2 Page Horizontal**	**1/4 Page Vertical**	**1/4 Page Horizontal**
7 1/8"w x 9 1/2"h	**3 1/2"w x 9 1/2"h**	**7 1/8"w x 4 5/8"h**	**3 1/2"w x 4 5/8"h**	**7 1/8"w x 2 3/8"h**
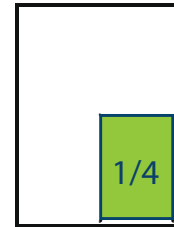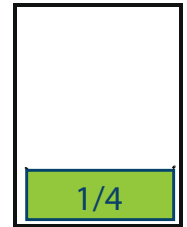
PRINT AD SPECIFICATIONS: (Inside Cover and Full Page Ads)

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

QR CODE SPACE ALLOWANCE:

We will provide a code that will link to your Directory Profile.
Please allow a minimum of 3/4 inch square space for this QR code to be placed in your ad.

PRINT FILE REQUIREMENTS:

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

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). The Publisher is not responsible for errors or discrepancies as a result of PDF's not being saved correctly.

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 28, 2024

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 = 250 pixels	Max. Height = 250 pixels
Feature Supplier:	High Resolution Company Logo (Vector format preferred)	

DIGITAL FILE 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 or DJ at info@isaalbertadirectory.ca

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