ALBERTA
Directory of Automation

30th
ANNIVERSARY

30th Anniversary Edition – 1994 to 2023
ADVERTISING PACKAGE

ALBERTA
Directory of Automation

LOGIN

HOME   **SUPPLIERS & SYSTEM INTEGRATORS**   **PRODUCTS & SERVICES**   **BRANDS**   **ADVERTISE**   **RESOURCES**

SEARCH

Company or Brand

Product / Service

FIND

CURRENT EDITION

OPTIMIZING OUR CUSTOMER'S BUSINESS WITH OUR PARTNERS' TECHNOLOGIES

CB PROCESS INSTRUMENTATION & CONTROLS   1.855.892.9307   LEARN MORE

FEATURED COMPANIES

View All >>

CASE STUDIES | APPLICATIONS | WHITE PAPERS

---

isaalbertadirectory.ca
Advertising Inquiries 587-200-1520 | info@isaalbertadirectory.ca

ALBERTA
Directory of Automation

30th ANNIVERSARY

Celebrating 30 Years!

The **Alberta Directory of Automation** has reached a *significant* Milestone. The 30th Edition will be published in September.

The ISA sections of Edmonton and Calgary are proud to have combined resources for 30 years to bring you the Alberta Directory of Automation. This directory is both **On-line** and in **Print**, and is the go-to information source for finding suppliers of Instrumentation, Systems and Automation in the Alberta market.

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.

ADVANTAGES OF BEING INCLUDED IN THE DIRECTORY...

✓ Significantly increase your brand's exposure to relevant customers in the Alberta market.

✓ A comprehensive platform that offers buyers a convenient source for locating products, services and brands, with cross references to Suppliers, System Integrators, Brands and Manufacturers.

✓ Connects local industry end users with prominent industry suppliers and system integrators.

✓ Stay ahead of the competition with continuous exposure to your specific niche market, increasing traffic to your company website for a better return on investment (ROI).

✓ SEO advantage – links from the directory site increase the relevancy and authority of your website.

WHY PRINT THE DIRECTORY...

✓ The printed version is a practical tool still requested and used by industry leaders.

✓ With the increase in digital dominance, our print offering becomes even more unique - a cross-platform strategy to enhance your brand messaging and break through the digital advertising clutter.

✓ Print is always easily accessible because there is no device, WIFI, username or password required. The print directory serves as a hands-on reference tool, both in offices as well as remote locations.

✓ Adds to your ROI.

ALBERTA
Directory of Automation

30th ANNIVERSARY

Annual Advertising Rates

Rates include:

- **Full Color Print Ad with QR Codes** & **All Listings** under Products | Services | Brands Cross Reference Sections

- **Company Profile** on Website — **isaalbertadirectory.ca** *(see next page for profile features & visual breakdown)*

☐ *1/4 Page - $1925*

☐ *1/2 Page - $2360*

☐ *Full Page - $3310*

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
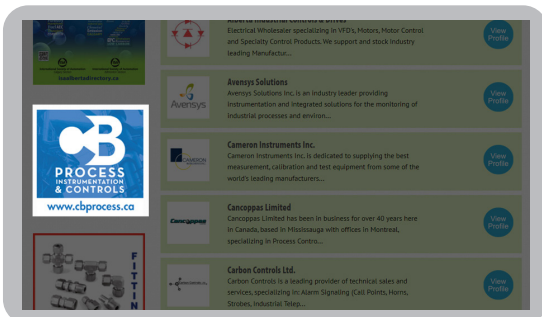
Centre Stage | $600

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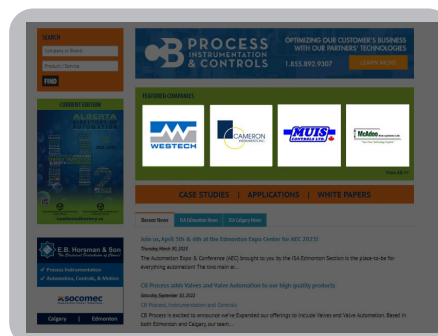
*Must be an Annual Directory Advertiser to purchase ad space on the website.

Order or Renew @ isaalbertadirectory.ca or Call 587-200-1520

ALBERTA DIRECTORY OF AUTOMATION

29th Edition
2022 | 2023

isaalbertadirectory.ca

International Society of Automation
Calgary Section

International Society of Automation
Edmonton Section

29th 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.
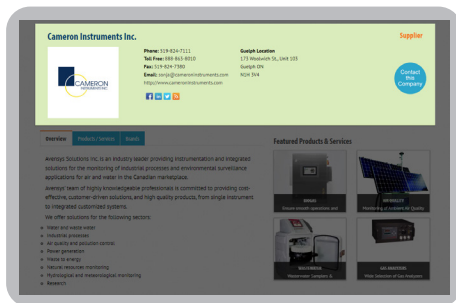
AND

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
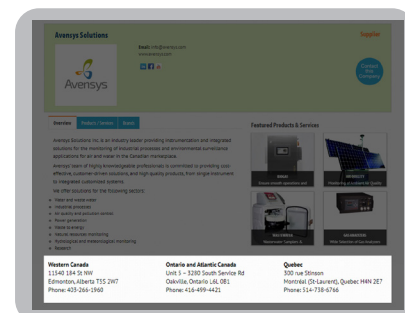

Profile Tabs:

✓ 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: Over1250 Available Categories
✓ Brands: List your represented brands and cross-reference them to your products
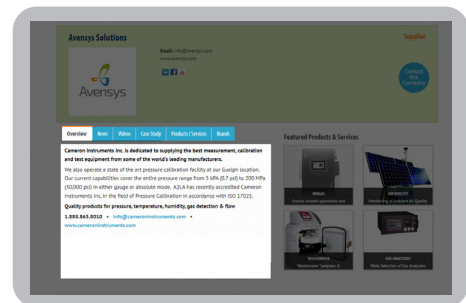
✓ 4 Featured Products & Services Include: photo, heading and brief description, all linking to your specified url.
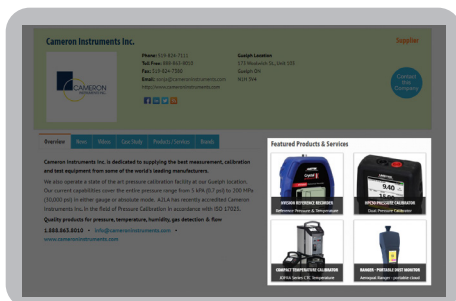
✓ Additional locations: Includes complete address & phone numbers.

Order or Renew @ isaalbertadirectory.ca or Call 587-200-1520

ALBERTA
Directory of Automation

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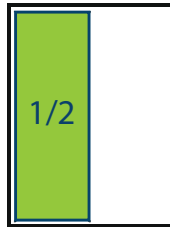
Full Page	**1/2 Page Vertical**	**1/2 Page Horizontal**	**1/4 Page Vertical**	**1/4 Page Horizontal**
7 1/8"w x 9 1/2"h	3 1/2"w x 9 1/2"h	7 1/8"w x 4 5/8"h	3 1/2"w x 4 5/8"h	7 1/8"w x 2 3/8"h
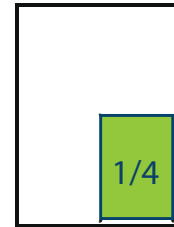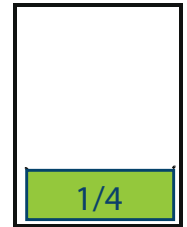
PRINT AD SPECIFICATIONS: (Inside Cover and Full Page Ads)

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 31, 2023

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

Order or Renew @ isaalbertadirectory.ca or Call 587-200-1520