

Additional Opportunities

In addition to the print magazine, *The Canadian Society for Civil Engineering* is now offering two additional advertising opportunities to help your brand stay top-of-mind for Canada's civil engineers.

Online Opportunities

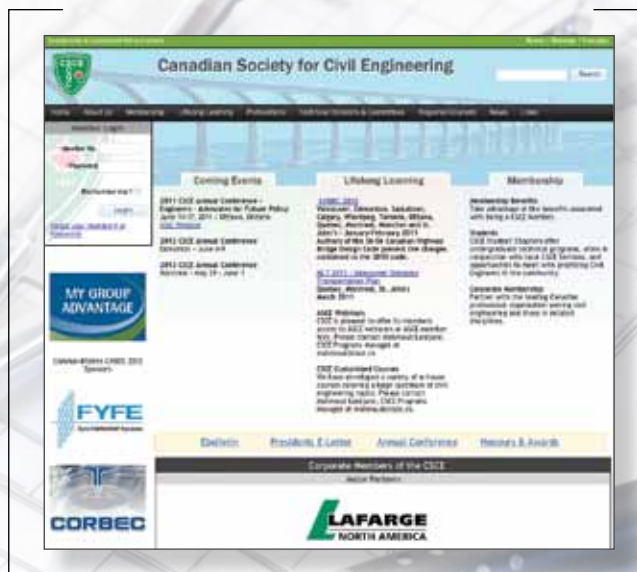
Format: JPG • GIF • SWF

The CSCE's website (www.csce.ca) now offers online advertising opportunities to help increase your exposure to Canada's top civil engineers.

Featuring recent news, as well as a pdf of the previous edition of the magazine, www.csce.ca is one of the industry's most comprehensive websites. *CIVIL's* loyal readers continuously visit this website to stay current on their profession in Canada and around the world.

A limited number of online ad spaces are available. Don't delay in contacting your sales representative to learn more about these exciting opportunities.

Repeated exposure to your marketing message will ensure that our audience of industry leaders and decision makers remember your brand when they make their purchases. Spend your marketing dollars wisely with *CIVIL!*



Ad	Size	1 month	3 months	6 months	12 months
Small Button	160w x 60h	\$325	\$830	\$1,460	\$2,535
Large Button	160w x 120h	\$520	\$1,325	\$2,340	\$4,055

E-Bulletin

Format: JPG • GIF • SWF

Delivered to more than 7,000 subscribers, this monthly e-newsletter features recent industry and CSCE news, emerging trends, as well as coming events that are important to all members.

Promote your business and ensure your brand is seen by this dedicated audience of civil engineering professionals while they stay up-to-date on the industry.

Rate – \$800

Size – 160 x 120



E-Bulletin Job Posting

Reaching more than 7,000 email recipients, the CSCE monthly e-bulletin is the perfect place to post your latest vacancies.

Your job posting is posted within the body of the bulletin, and includes a link back to your company website. Recruit the best with CSCE!

Rate – \$1,000

2012 Editorial Schedule/Rates & Data

2012 EDITORIAL SCHEDULE

ISSUE	THEME	SPACE CLOSING	MATERIAL CLOSING	MAIL DATE
Spring	Engineering Materials and Mechanics	January 6	January 13	March 2
Conference Edmonton 2012	Leadership in Sustainable Infrastructure	March 9	March 16	May 4
Summer	Practical Professional Development for Practicing Engineers	June 8	June 15	August 3
Fall	Civil Engineering Lessons from Abroad	August 10	August 17	September 28
Winter 2012/13	Theme still to be determined	October 12	October 19	December 7

Advertising Rates (Gross Rates)

4 COLOUR	1x	3x	5x
Full page	\$3,130	\$2,975	\$2,825
2/3 page	2,815	2,680	2,545
1/2 page	2,350	2,235	2,125
1/3 page	2,035	1,935	1,840
1/4 page	1,805	1,715	1,630
DPS	5,320	5,055	4,805

BLACK & WHITE	1x	3x	5x
Full page	\$2,060	\$1,960	\$1,865
2/3 page	1,855	1,765	1,680
1/2 page	1,365	1,295	1,230
1/3 page	1,080	1,025	975
1/4 page	885	845	805
DPS	3,705	3,520	3,345

COVERS	1x	3x	5x
(4 colour only, non-cancellable)			
OBC	\$3,910	\$3,720	\$3,535
IFC/IBC	3,755	3,570	3,395

Inserts/Outserts: rates on request

Special Positions: 20% Bleed: no extra charge Standard Colour: \$445	Product File (4C, includes design) Per unit: \$810 Dimensions: 3 1/8" W x 2" H
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Dimensions

AD SIZES	Width	Depth
Trim Page	8.5 x	11
Bleed Page	8.75 x	11.25
Live Area	7 x	10
2/3 horizontal	7.5 x	6.25
2/3 vertical	4.75 x	10
1/2 horizontal	7.5 x	4.875
1/2 vertical	3.625 x	10
1/3 horizontal	7.5 x	3.125
1/3 vertical	2.375 x	10
1/3 square	4.75 x	4.75
1/4 horizontal	4.875 x	3.625
1/4 vertical	3.625 x	4.875
1/8 horizontal	3.5 x	2
1/8 vertical	2 x	3.5
DPS	17 x	11

Please include crop marks for all ads and if bleed is supplied, supply the bleed at 1/8 inch beyond the trim.

Mechanical Requirements

Printing Method: Sheet-fed offset.

Binding: Saddle-stitched.

Screen: 133–150 (lpi) line screen.

Electronic Material: Digital files only. **PDF/X-1a files are preferred.** Alternate acceptable formats include: Macintosh format, QuarkXPress 7, InDesign CS4, Illustrator CS4, Photoshop CS4 (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (**CMYK only**). To ensure the accuracy of all advertisements, a full-size colour proof must be provided. **Publisher shall not be liable for any advertisements received without a colour proof.**

File Transfer Media: DVD, CD, FTP or email. Smaller files can be e-mailed up to a maximum file size of 10MB. Send to design@dvetail.com and jforbes@dvetail.com.

FTP Site: <ftp.dvetail.com>. Please send an email to ftp@dvetail.com for password information for the *Canadian Civil Engineer* FTP site.

Design Services: Complete design services are available at an additional charge. For details, please contact: Roberta Dick, robertad@dvetail.com or Joanna Forbes, jforbes@dvetail.com. Ph: 905.886.6640

Terms and Conditions

Agency Commission: Fifteen per cent (15%) of gross to recognized agencies. For CSCE Member discount please contact your Account Manager at Dovetail Communications.

Terms: Net 30 days. Two per cent (2%) per month interest on overdue accounts.

Taxes: Our published rates do not include applicable taxes which will be added to invoices and clearly identified.

Publisher Conditions: Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

Mail or fax contracts/insertion orders to:

Dovetail Communications Inc.

30 East Beaver Creek Road, Suite 202

Richmond Hill, ON L4B 1J2

Tel: 905.886.6640 Fax: 905.886.6615

E-mail: civil@dvetail.com Website: www.dvetail.com

Cancellations and space changes not accepted after closing date.