



STAY CONNECTED

YOUR TRUSTED RESOURCE FOR THE CONCRETE CONSTRUCTION INDUSTRY

JANUARY/2021





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Canadian Concrete Expo is launching a new digital magazine that will provide CCE exhibitors and sponsors a marketing opportunity that will reach past attendees, participants, registrants and followers of the Canadian Concrete Expo. Due to COVID-19 restrictions placed on the show industry, CCE has been postponed from Feb. 11-12, 2021 to Feb. 18-19, 2022 at the International Centre. Our new digital publication "CCE's - Stay Connected" provides a new forum for our customers and associates to continue branding and messaging to a very targeted and select CCE audience that we have cultivated over the last three years. We believe that "CCE's - Stay Connected" will also serve many to increase sales, announce new products and services and maintain marketing continuity with this select audience.

DISTRIBUTION

E-mail to over 12,000 attendees, participants and registrants from CCE 2018-19-20
Posted to all CCE social media platforms plus CCE team member LinkedIn accounts
Total Followers: LinkedIn 58,000, Instagram 5,000, Facebook 1300, Twitter 1200
E-mail through participating CCE sponsoring associations, advertisers and exhibitors
Each issue will be posted to www.CanadianConcreteExpo.com (30,000 annual unique visits and rising) for a minimum of 12 months.

PUBLICATION CONTENT

- Informative industry editorial, opinions, news and announcements
- Industry updates, announcements and events calendar from CCE's sponsoring associations
- Contractor spotlights, news and the continuation of our "Concrete Works Hard" photo submission contest

PUBLICATION DATES

2021:		2022:
January 27th	August 11th	January 12th
March 10th	September 29th	March 9th
April 21st	November 3rd	
June 9th	December 8th	

ADVERTISING RATES

*(13% HST is applicable on all pricing)

	1X	4X	10X
Full Page	<input type="checkbox"/> \$1195	<input type="checkbox"/> \$1095	<input type="checkbox"/> \$895
½ Page	<input type="checkbox"/> \$795	<input type="checkbox"/> \$695	<input type="checkbox"/> \$595
¼ Page	<input type="checkbox"/> \$495	<input type="checkbox"/> \$445	<input type="checkbox"/> \$395

Directory Listing \$100/issue
Company Name, Address, URL link, Contact info & max 15 word product description. *Must reserve 8 consecutive issues

Double Page Advertorial Feature \$3,000 (limit 3/issue)
• Any combination of editorial, photos and/or advertising
• Complimentary directory listing
• One exclusive E-mail blast to CCE's database over 12,000 as per above
• Applicable digital statistics provided

***Advertising is EXCLUSIVE to past and current exhibitors and sponsors of CCE.**

- Issue Sponsor** \$4,000 (limit 1 sponsor/issue)
 - Double page - any combination of editorial, photos and/or advertising
 - Feature will appear on page 4-5
 - Logo displayed prominently on front cover as Issue Sponsor
 - One exclusive E-mail blast to CCE's database over 12,000 as per above
 - One exclusive social media post to CCE's corporate platforms
 - Listed as a feature on Contents page and a Directory listing
 - Applicable digital statistics provided

ARTWORK, SPECS, DEADLINES & PAYMENT

Advertisers are required to provide finished ads to size specifications requested. All ads are full colour and must be received in the following format: PDF file type, CMYK colour, 300dpi. Deadline for receipt of all advertising, directory listings, sponsor and advertorial material is 12 days prior to distribution date. All advertising must be paid minimum 7 days in advance of distribution date. Directory Listings must be paid in full prior to first contracted publication. All submitted material must be approved by CCE management.

• Submit Artwork to: sue@exposition.com

Full Page: 8" Wide X 10" High

1/2 Page: Horizontal: 8" w X 5" h | Vertical: 4" w X 10" h

1/4 Page: 4" w X 5" h

TO RESERVE ADVERTISING, SPONSORSHIP OR A DIRECTORY LISTING CONTACT SUE MAILLOUX

Phone: 226-363-0550 Email: sue@exposition.com



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ADVERTISING REQUEST FORM

Company Name

Contact Person

Address

Phone

Email

PLEASE RESERVE THE FOLLOWING FOR US:

Ad Size:

Number of Issues/Frequency:

Issue Dates selected (Circle Each):

2021: January 27th March 10th April 21st June 9th August 11th September 29th
November 3rd December 8th **2022:** January 12th March 9th

Directory Listing

8 consecutive issues will be reserved

Advertorial Feature

Requested Issue Date(s) :

Issue Sponsor

Requested Issue(s) Dates: (Max. 2)

Please complete and email or fax to SUE MAILLOUX

Fax: 226-363-0455

Email: sue@exposition.com