

bsiabc.ca



MEDIA PLANNER



BUILDING SUPPLY INDUSTRY ASSOCIATION OF BC

FOR MORE INFORMATION, PLEASE CONTACT:

NAYLOR 
ASSOCIATION SOLUTIONS

WHY BSIA?



The BSIA Advantage

For more than 80 years, the Building Supply Industry Association of BC is an association of retailers and related suppliers, wholesalers and manufacturer companies formed to promote our industry across the province.

The BSIA is the official voice of the building supply industry in British Columbia, Canada. While the majority of our membership is made up primarily by companies located in British Columbia, our publications and electronic media are also distributed to other provinces and the U.S. Pacific Northwest where corporate, regional and divisional head offices and plants are located.

Why do business with our members?

Our membership provides a unique opportunity for businesses involved in the building supply industry to further their reach by showcasing their products and services to a very specific and targeted audience.

Our member companies represent retailers in BC's building supply industry, who **spend in excess of \$1 billion dollars** on building supply products and services annually in British Columbia.



OVER 400 MEMBERS including suppliers, wholesalers, manufacturers and more!

PURCHASING POWER



Our members are spending in excess of **\$1 billion** on building supply products and services annually!



Members regularly purchase products including: Building materials & products, construction products, deck products, insulation, lumber, windows & door systems, paints & stains and so much more.

The results are in!

We recently surveyed BSIA members on our communications program. Here's what we found out:

By the numbers:



82% of respondents are involved in the purchasing process for their companies.



80% of respondents pass along their copy of *BSIA News Magazine* to others.



77% of respondents feel that the content of *BSIA News Magazine* is relevant to their jobs.



71% of respondents spend more than 15 minutes reading each issue of *BSIA News Magazine*.



1 in 2 respondents keep the directory on-hand for easy reference.

What our members are saying:

“*BSIA News Magazine keeps you up to date and informed, while the Directory is a great hands-on reference tool.*”

- Ron F. Smith, Building Products of Canada Corp.

.....
Valuable exposure directly in front of the decision-makers in the industry.

- Michael Erskine, Still Creek Forest Products Ltd.



BSIA NEWS MAGAZINE BSIA DIRECTORY



FRESH, NEW
CONTENT COMING
IN 2019!
Circulation
of 1,000 copies,
4x per year.



Circulation
of over 400
copies

Let us customize an
advertising program that fits
your budget.
Contact your Naylor
representative today!

BSIA NEWS Magazine

BSIA News Magazine is the official four time a year magazine of the Building Supply Industry Association of BC. Delivered both in print and digital formats, our publication allows you to connect to our members regularly and highlight your company's presence and willingness to work in the industry.

BSIA News Magazine features articles focusing on legislative updates, association news and information on the top product and service suppliers in the industry. The magazine is also archived on our website & shared on social media.

Our magazine also has a separate section for the **British Columbia Floor Covering Association** that is shipped out to 100 percent of BCFCA members.

BSIA Directory & Retail Product Buying Guide

The annual *BSIA Directory* is the 'must have' tool and information source for all companies within the building supply industry in BC. It is a spiral bound 5.5" x 8.5" publication that allows members to access important association and member information.

Members reference their *BSIA Directory* throughout the year and use it as a networking and resource tool. Advertising in this publication allows you to keep your company's brand and products in front of our members year round.

BSIA NEWS MAGAZINE BSIA DIRECTORY



Net Member Advertising Rates

All rates include an Ad Link in the digital edition of the publication.

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

**5x rate includes
Magazine and Directory!**

Full-Color Rates	1x-2x	3x-5x
Double Page Spread	\$ 3,199.50	\$ 2,719.50
Outside Back Cover	\$ 2,749.50	\$ 2,439.50
Inside Front or Inside Back Cover	\$ 2,549.50	\$ 2,239.50
Full Page	\$ 2,049.50	\$ 1,739.50
1/2 Page	\$ 1,349.50	\$ 1,149.50
1/3 Page (magazine only)	\$ 1,149.50	\$ 979.50
1/4 Page	\$ 949.50	\$ 809.50
1/6 Page (magazine only)	\$ 449.50	\$ 379.50

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Tab (Directory Only) - Full Page/ Full Colour: \$2,249.50

Premium Advertising Options - Ask your representative for specifications.

Digital Edition Branding Opportunities - Magazine

Sponsorship & Toolbar | \$600

Skyscraper | \$750

Digital Belly Band & Leaderboard | \$750

Online Specifications - For more information, visit: <http://www.naylor.com/digitalmagspecs/>

BSIA Directory - Member Listing Enhancement



Draw attention to your business by adding your black and white logo to your listing in the *BSIA Directory & Product Retail Buying Guide*. Your logo will increase awareness of your brand and make your listing stand out.

Key features of BSIA News Magazine

- Distributed 4 times per year
- Available online at www.bsiabc.ca
- Targeted mailing – read by the industry's purchasing decision makers

2019 EDITORIAL CALENDAR



ISSUE	THEME & EDITORIAL	SHIPPING DATE
	PROTECTING YOUR BUSINESS	
Spring	<ul style="list-style-type: none">• Sub-Theme: Loss Prevention• Information Management• Technology Corner	February
	LEADING YOUR BUSINESS	
Summer	<ul style="list-style-type: none">• Sub-Theme: Next Gen• Effective Leadership• Succession Planning• HR Corner	May
	INVESTING IN YOUR BUSINESS	
Fall	<ul style="list-style-type: none">• Sub-Theme: Building Your Business• Selling Your business• Finance Corner	July
	BUILDING YOUR BUSINESS	
Winter	<ul style="list-style-type: none">• Sub-Theme: Marketing Your Business• Employee Training, Education & Retention• Marketing Corner	October

**Editorial Calendar and dates are tentative and subject to change.*

BSIA NEWS digital edition



Digital Edition

In addition to print, *BSIA News Magazine* is available in a digital version. Viewers can flip through the pages, forward articles to colleagues and click ads to be redirected to advertiser's websites. *Each issue is emailed to readers as well as posted on the BSIA's website. An archive of issues is available, securing your ad a lasting online presence.*

Readers can:

- **Bookmark pages and insert notes**
- **Keyword search the entire magazine**
- **Navigate and magnify pages with one click**
- **Share articles on news and social networking sites**
- **Read the issue online or download and print for later**
- **View issues instantly from most smartphones and tablets**
- **View archives and find a list of articles for one-click access**

Extend your advertising investment with digital media:

- **Link your ad to the landing page of your choice**
- **Increase website traffic**
- **Interact with viewers to help the buying process**
- **Generate an immediate response from customers**

Ad Positions



Digital Large Toolbar | Free with purchase of Sponsorship

Your company name is a button on the toolbar, found in the top of every page next to frequently used navigational icons.

Digital Skyscraper | \$750

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Digital Edition Leaderboard | \$750

(included with Belly Band)

The leaderboard ad is displayed the entire time the digital edition is open at the top of the digital edition, giving your message constant and lasting exposure. This option is available only in the magazine.

Online Specifications - For more information, visit:
www.naylor.com/clientSupport-onlineGuidelines.asp

Digital Sponsorship (includes Toolbar)

| \$600

Your message will be prominently displayed directly across from the cover of the magazine. Animation capabilities are available.

Digital Edition Belly Band (includes Leaderboard)

The Bellyband is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition.

Naylor charges a \$50 artwork surcharge for artwork creation or changes.

This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

BSIA DIRECTORY digital edition



Digital Edition

In addition to print, *BSIA Directory & Retail Product Buying Guide* is available in a digital version. Viewers can flip through the pages and click ads to be redirected to advertiser's websites. *The Directory is emailed to members upon request only.*

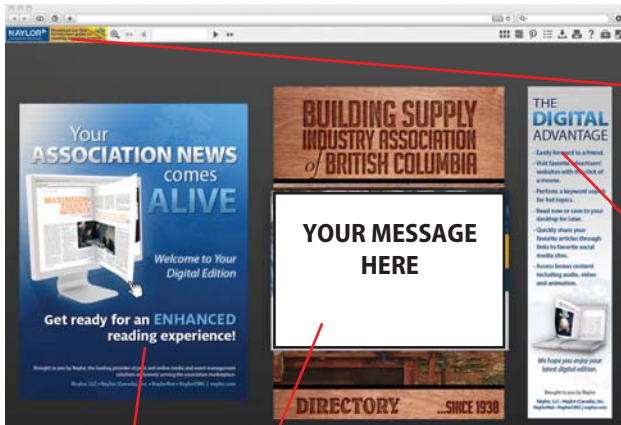
Readers can:

- Bookmark pages and insert notes
- Keyword search the entire directory
- Navigate and magnify pages with one click
- Read the directory online or download and print for later
- View directory instantly from most smartphones and tablets
- View archives and find a list of articles for one-click access

Extend your advertising investment with digital media:

- Link your ad to the landing page of your choice
- Increase website traffic
- Interact with viewers to help the buying process
- Generate an immediate response from customers

Ad Positions



Digital Large Toolbar | *Free with purchase of the Digital Sponsorship*

Your company name is a button on the toolbar, found in the top-right corner of every page next to frequently used navigational icons.

Digital Skyscraper (Includes Belly Band) | \$750

The skyscraper ad is displayed the entire time the digital edition is open, giving your message constant and lasting exposure.

Online Specifications - For more information, visit:
www.naylor.com/clientSupport-onlineGuidelines.asp

Digital Sponsorship (includes Toolbar) | \$600

Your message will be prominently displayed directly across from the cover of the magazine. Animation capabilities are available.

Digital Edition Belly Band (includes Skyscraper)

The Bellyband is included on the front cover of the digital edition, making your company's ad one of the first that readers see when they receive their digital edition.

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

BSIA NEWS digital edition



Digital Edition Branding Opportunities

Please select from the following options and return the completed form to your account executive today. *All positions are exclusive and will be awarded on a first-come, first-served basis.*

Select from the following options:

- Digital Skyscraper** | \$750
- Digital Belly Band (includes Leaderboard)** | \$750
- Digital Sponsorship (includes Toolbar)** | \$600

All rates are per insertion. Invoices are issued upon publication.

Naylor charges a \$50 artwork surcharge for artwork creation or changes.
This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rated to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the contract. (BSP-Q0119)

Please sign and return to:



BSIA DIRECTORY digital edition



Digital Edition Branding Opportunities

Please select from the following options and return the completed form to your account executive today. *All positions are exclusive and will be awarded on a first-come, first-served basis.*

1. Select from the following options:

- Digital Skyscraper (includes Belly Band) | \$750**
- Digital Sponsorship (includes Toolbar) | \$600**

All rates are per insertion. Invoices are issued upon publication.

Naylor charges a \$50 artwork surcharge for artwork creation or changes.
This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rated to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the contract. (BSP-R0019)

Please sign and return to:

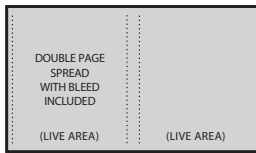
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ASSOCIATION SOLUTIONS

BSIA NEWS MAGAZINE BSIA DIRECTORY

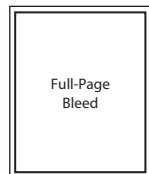


PRINT SPECIFICATIONS

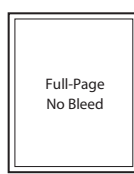
Magazine Trim Size: 8.5" x 11"



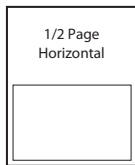
17" x 11.125"
(7" x 9.5" LIVE PER PAGE)



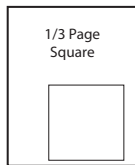
8.625" x 11.125"



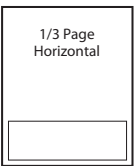
7" x 9.5"



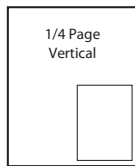
7" x 4.583"



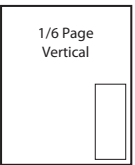
4.583" x 4.583"



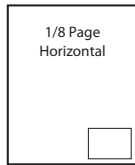
7" x 3"



3.333" x 4.583"

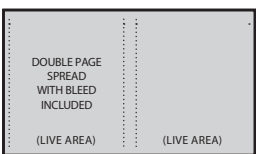


2.166" x 4.583"

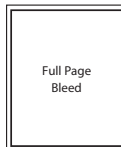


3.333" x 2.166"

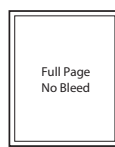
Directory Trim Size: 5.5" x 8.5"



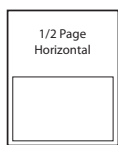
11.75" x 8.75"
(5" x 7.5" LIVE PER PAGE)



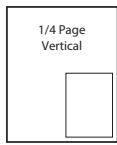
6" x 8.75"



5" x 7.5"



5" x 3.666"



2.333" x 3.666"

Artwork Requirements

All digital color and greyscale artwork must be supplied at 300 dpi. Line art must be supplied at 600 dpi. High-res PDF, EPS, TIFF and JPEG files are accepted. Images from the Web are not suitable for printing. All color artwork must be in CMYK mode; black-and-white artwork must be in either greyscale or bitmap mode. RGB mode artwork is not accepted and if supplied will be converted to CMYK mode, which will result in a color shift. All screen and printer fonts as well as linked images must be supplied if not embedded in the file.

Ad Material Upload

Go to the Naylor website at www.naylor.com

Proofs and Revisions

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Note: Text placed outside the live area within any full-page or DPS ads may be cut off. Please keep text within the live area at all times.

Magazine:

DPS Live Area: 15.667" x 10"

Full-Page Live Area: 7.5" x 10"

Directory:

Full Page Live Area: 5" x 7.5"

Specs for Outsert

Magazine

1 Pg / 2 Surface 8.375" x 10.875"

2 Pg / 4 Surface 8.375" x 10.875"

Directory

1 Pg / 2 Surface 5.75" x 8.5"

Postcards 6" x 4.25"

Digital Edition - For more information, visit:

<http://www.naylor.com/digitalmagspecs/>

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s).

BSIA DIRECTORY

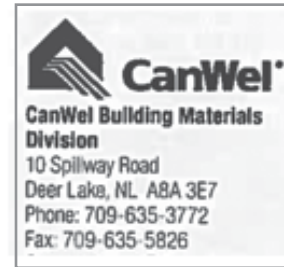


Logo Opportunity

Enhance your membership listing with a black and white logo. With an enhanced logo, you not only make your member profile stand out and look great, but you also show your support for the association and help make this publication possible.

- Black and White logo upgrade: \$129.50**

All prices are per insertion. Invoices issued upon publication.



Sample

Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). (BSP-R0019)

Please sign and return to:

BSIA NEWS MAGAZINE



Direct-Mail Opportunities

Advertise your products and services by including your flier, brochure or postcard in the clear plastic bag in which *BSIA News Magazine* is mailed. Whether you are promoting an event, a new product or your entire product line, placing a direct-mail piece in our polybag with the publication will ensure tremendous exposure for your company.

DIGITIZE YOUR AD! In addition to the printed version, *BSIA News* is digitally reproduced and is emailed to members and archived on the BSIA website. We can attach your direct-mail piece to the digital publication for a nominal fee. To be included, advertisers must supply the digital file of the direct-mail piece in high-resolution PDF format.

Net Rates—Pieces Furnished by Advertiser

Surfaces	Print Distribution Only	Print & Digital Distribution	Digital Distribution Only
1 page (2 surfaces)	<input type="checkbox"/> \$899.50	<input type="checkbox"/> \$999.50	<input type="checkbox"/> \$500
2 pages (4 surfaces)**	<input type="checkbox"/> \$1,299.50	<input type="checkbox"/> \$1,499.50	<input type="checkbox"/> \$900
Postcard	<input type="checkbox"/> \$899.50	<input type="checkbox"/> \$999.50	<input type="checkbox"/> \$500

Direct-mail piece should not exceed dimensions of publication with which it will be mailed. If folding is required, additional fees apply.

*Advertisers placing a display ad and direct mail piece in same publication will receive a 25% discount, to be applied to the ad of lesser value.

**3-Pages/6-Surfaces or more available; quotes supplied upon request.

Naylor charges a \$50 artwork surcharge for artwork creation or changes.

This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). (BSP-Q0119)

Please sign and return to:

NAYLOR 
ASSOCIATION SOLUTIONS

BSIA NEWS MAGAZINE BSIA DIRECTORY



Non-Member Advertising Rates (Net)

All rates include an Ad Link in the digital edition of the publication.

Revisions and Proofs: \$50
Position Guarantee: 15% Premium

**5x rate includes
Magazine and Directory!**

Full-Color Rates	1x-2x	3x-5x
Double Page Spread	\$ 3,519.50	\$ 2,989.50
Outside Back Cover	\$ 2,949.50	\$ 2,609.50
Inside Front or Inside Back Cover	\$ 2,749.50	\$ 2,409.50
Full Page	\$ 2,249.50	\$ 1,909.50
1/2 Page	\$ 1,479.50	\$ 1,259.50
1/3 Page (magazine only)	\$ 1,259.50	\$ 1,069.50
1/4 Page	\$ 1,039.50	\$ 879.50
1/6 Page (magazine only)	\$ 489.50	\$ 419.50

Tab (Directory Only) - Full Page/ Full Colour: \$2,249.50

Premium Advertising Options - Ask your representative for specifications.

Digital Edition Branding Opportunities - Magazine

Sponsorship & Toolbar | \$600

Skyscraper | \$750

Digital Belly Band & Leaderboard | \$750

Rates as of August 2018

Online Specifications - For more information, visit: <http://www.naylor.com/digitalmagspecs/>

Key features of BSIA News Magazine

- Distributed 4 times per year
- Available online at www.bsiabc.ca
- Targeted mailing – read by the industry's purchasing decision makers

BSIA NEWS MAGAZINE



Advertorial Opportunity

Our advertorial opportunity allows you to include a heading, editorial that describes your products or service, and your company's contact information to our members. Your advertorial will be placed next to your ad to draw attention to your company. Please send no more than 350 words of text, and submit the copy in a word file. Content must be approved by the BSIA prior to placement.

Select from the following options:

- Non-Member** Full-page, full-colour advertorial: **\$2,249.50**
(includes a 1/2 page ad and 1/2 page advertorial content)
- Member** Full-page, full-colour advertorial: **\$2,049.50**
(includes a 1/2 page ad and 1/2 page advertorial content)



Sample

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). (BSP-Q0119)

Please sign and return to:

NAYLOR 
ASSOCIATION SOLUTIONS

BSIA NEWS MAGAZINE



BSIA Business Card Exchange

Showcase your business with this cost effective option available in all issues of *BSIA News Magazine*. Your 1/8th page ad will be in full-colour and will let members of BSIA of BC know about your company and the products/services that you offer. Fill out the form below and return to your Naylor representative.

Select from the following options:

- 1/8th page, Full-Colour, Horizontal: **\$299.50**

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

Advertiser indemnifies Naylor, LLC and the Association against losses or liabilities arising from this advertising. Naylor, LLC assumes no liability whatsoever, except to the extent of a one time paid advertisement of the same specification, in the next or similar publication, if any proven or admitted errors or omissions have occurred. Payment is due upon receipt of the invoice. Interest shall be charged at 2% per month compounded to yield 26.82% per year on overdue accounts. Revisions to previously submitted ad copy are subject to additional charges. A charge of \$30.00 will be levied for returned checks. In the event of a contract cancellation, the advertiser or agency agrees to repay Naylor, LLC any discounts granted for multiple insertions less any discount applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission. Ads may also appear in an online version of the publication(s). (BSP-Q0119)

Please sign and return to:

NAYLOR 
ASSOCIATION SOLUTIONS

BSIA DIRECTORY - digital edition



Digital Edition Outsert

Stand out in the digital edition of the *BSIA Directory & Retail Product Buying Guide* by including a digital outsert. Whether you are promoting an event, a new product or your entire product line, placing a digital outsert piece with the digital version will ensure tremendous exposure for your company.

Select from the following options:

- Digital Outsert (1 page - 2 sided) | \$500
- Digital Outsert (2 page - 4 sided) | \$900



Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

Company Name: _____

Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

Phone: _____ Fax: _____

Email: _____ Website: _____

I agree to all the terms of the rate sheet and this contract as applicable for my company.

Payment Authorization Signature: X _____ Date: _____

All cancellations must be received in writing and all premium positions (banners) are NON-cancelable. Cancellations of online ads will be pro-rates to the next 30 days exposure with a \$50.00 processing fee. Submission and/or approval of online advertising copy must be received within 60 days of the contract. (BSP-R0019)

Please sign and return to:



BSIA DIRECTORY



Building BC Marketplace

Exclusive opportunity for advertisers in the *BSIA Directory & Retail Product Buying Guide!* This is your chance to stand out in our special marketplace section and to promote your products/services to the members of BSIA BC. Sign and send back this form to your Naylor representative to secure your space.

Select from the following options:

- 1/4 Page, Full-Colour, Vertical | \$519.50



Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

Advertiser Information:

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Primary Contact: _____ Position: _____

Address: _____

City: _____ State/Province: _____ Zip/Postal Code: _____

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