

bsiabc.ca



MEDIA PLANNER



BUILDING SUPPLY INDUSTRY ASSOCIATION OF BC

FOR MORE INFORMATION, PLEASE CONTACT:

Angela Caroyannis
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(800) 665-2456 ext. 3625
acaroyannis@naylor.com

NAYLOR 
ASSOCIATION SOLUTIONS



Building Supply Industry Association of BC
Unit #2, 19299 – 94th Avenue
Surrey, BC V4N 4E6
Phone: 604-513-2205 or 888-711-5656
Fax: 604-513-2206 Email: info@bsiabc.ca
Web Page: www.bsiabc.ca

Dear Members and Supporters,

The Building Supply Industry Association of BC (BSIA), is pleased to announce that we have chosen to work with Naylor Association Solutions as our official integrated media communication partner. Naylor provides advertising, publication and media services that build your company's image and links your brand with buyers who **represent the building supply industry across British Columbia, Canada**. We are partnering with Naylor to provide the following:

- *BSIA News* print magazine
- *BSIA News* digital magazine
- *BSIA Directory & Retail Product Buying Guide*, print and digital annual publication

By affiliating your organization with BSIA BC, you are making an excellent investment in your business and brand. We are confident that our partnership with Naylor will continue to increase the unmatched educational, networking and promotional opportunities already included in your membership.

BSIA is proud to serve as British Columbia's leader in the building supply industry. Our media outlets provide valuable opportunities to present in-depth perspectives on the vast array of issues important to our membership.

Since 1969, Naylor Association Solutions has crafted custom communication solutions for businesses like yours. When you advertise with BSIA through Naylor, you can expect top-quality exposure to key decision-makers with purchasing power, professional advertising design services and ongoing customer service support

Naylor is also committed to complying with the standards established by American and Canadian Anti-Spam Legislation. If you do not wish to be emailed by a Naylor representative, please contact Kim Davies at kdavies@naylor.com immediately to have your address removed from Naylor's lists.

Tell BC's building supply industry about your business' quality product or service and that you stand with your peers in support of our association. When an account executive from Naylor contacts you, please consider allocating part of your advertising budget to placing your message in BSIA media.

Please feel free to call me at 604-513-2205 or email me directly at thomas@bsiabc.ca, if you have any questions on this matter.

Kindest Regards,
BUILDING SUPPLY INDUSTRY ASSOCIATION OF BRITISH COLUMBIA

Thomas Foreman
President

WHY BSIA?



The BSIA Advantage

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!

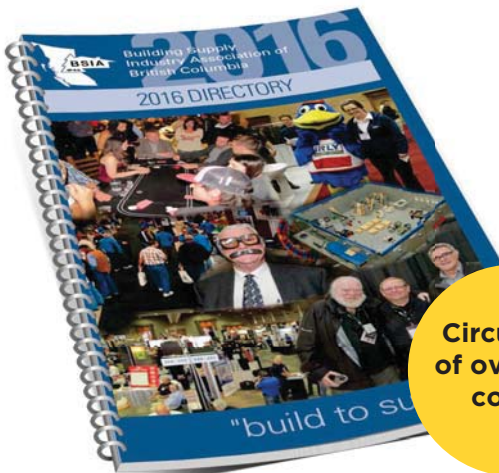


Members regularly purchase products including: Building materials & products, construction products, deck products, insulation, lumber, windows & door systems, paints & stains and so much more.

BSIA NEWS MAGAZINE BSIA DIRECTORY



Circulation
of 1,000
copies, 6x
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 six 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.

Also included with every directory is a 12-month, full-colour desk calendar, showing BSIA events.

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

**7x rate includes
Magazine and Directory!**

Full-Color Rates	1x-2x	3x-5x	6x-7x
Double Page Spread	\$ 3,199.50	\$ 2,959.50	\$ 2,719.50
Outside Back Cover	\$ 2,749.50	\$ 2,599.50	\$ 2,439.50
Inside Front or Inside Back Cover	\$ 2,549.50	\$ 2,399.50	\$ 2,239.50
Full Page	\$ 2,049.50	\$ 1,899.50	\$ 1,739.50
1/2 Page	\$ 1,349.50	\$ 1,249.50	\$ 1,149.50
1/3 Page (magazine only)	\$ 1,149.50	\$ 1,059.50	\$ 979.50
1/4 Page	\$ 949.50	\$ 879.50	\$ 809.50
1/6 Page (magazine only)	\$ 449.50	\$ 419.50	\$ 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 | \$600.00

Skyscraper | \$750.00

Digital Belly Band & Leaderboard | \$750.00

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 6 times per year
- Available online at www.bsiabc.ca
- Shared via LinkedIn, Twitter, Facebook
- Targeted mailing – read by the industry’s purchasing decision makers

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

**7x rate includes
Magazine and Directory!**

Full-Color Rates	1x-2x	3x-5x	6x-7x
Double Page Spread	\$ 3,519.50	\$ 3,259.50	\$ 2,989.50
Outside Back Cover	\$ 2,949.50	\$ 2,779.50	\$ 2,609.50
Inside Front or Inside Back Cover	\$ 2,749.50	\$ 2,579.50	\$ 2,409.50
Full Page	\$ 2,249.50	\$ 2,079.50	\$ 1,909.50
1/2 Page	\$ 1,479.50	\$ 1,369.50	\$ 1,259.50
1/3 Page (magazine only)	\$ 1,259.50	\$ 1,169.50	\$ 1,069.50
1/4 Page	\$ 1,039.50	\$ 959.50	\$ 879.50
1/6 Page (magazine only)	\$ 489.50	\$ 449.50	\$ 419.50

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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.*

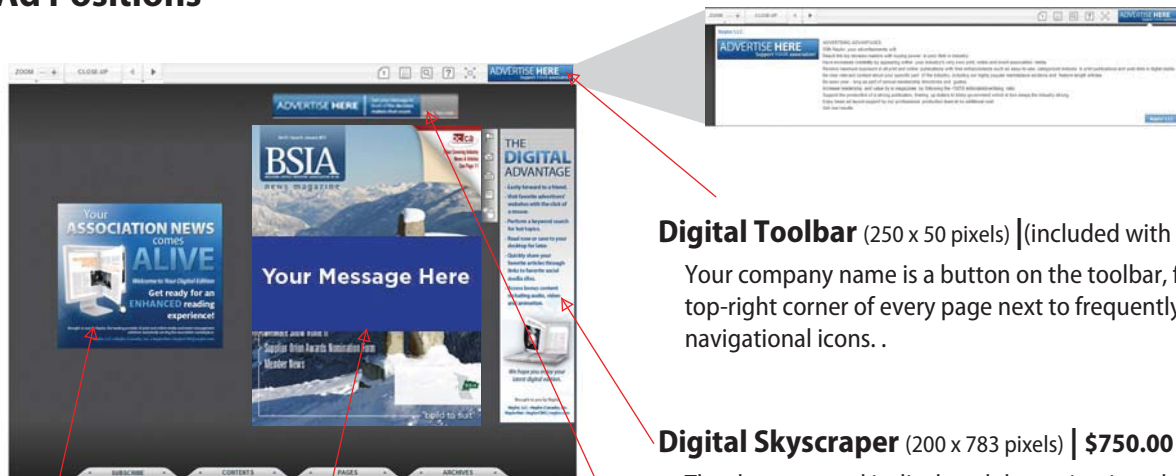
Readers can:

- 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 Toolbar (250 x 50 pixels) | (included with 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 (200 x 783 pixels) | \$750.00

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

Digital Edition Leaderboard (728 x 90 pixels) | \$750.00

(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)

(550 x 480 pixels) | \$600.00

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.

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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 as well as posted on the BSIA's member section of the website. An archive of issues is available, securing your ad a lasting online presence.*

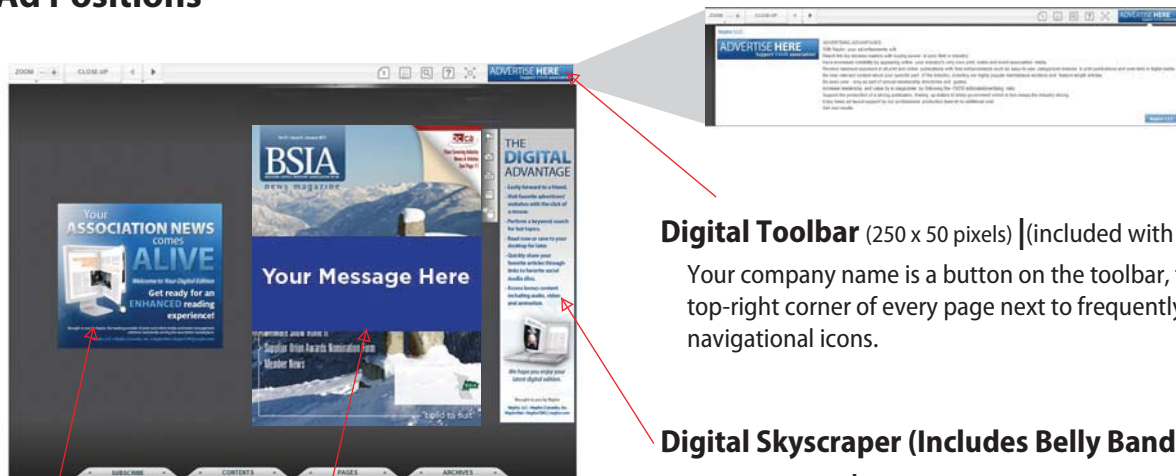
Readers can:

- Bookmark pages and insert notes
- Keyword search the entire directory
- Navigate and magnify pages with one click
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- View directory instantly from most smartphones and tablets
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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.

Digital Toolbar (250 x 50 pixels) | (included with 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)

(200 x 783 pixels) | \$750.00

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

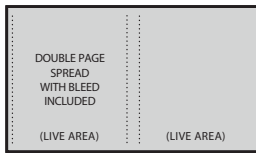
Naylor charges a \$50 artwork surcharge for artwork creation or changes. This additional fee will appear on your final invoice if the artwork submitted is not publishing ready.

BSIA NEWS MAGAZINE BSIA DIRECTORY

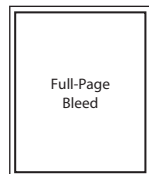


PRINT SPECIFICATIONS

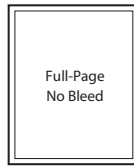
Magazine Trim Size: 8.5" x 11"



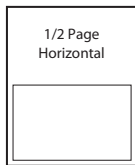
17" x 11.125"
(7" x 9.5" LIVE PER PAGE)



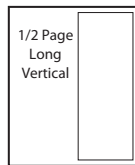
Full-Page Bleed
8.625" x 11.125"



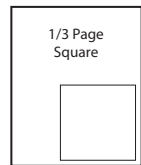
Full-Page No Bleed
7" x 9.5"



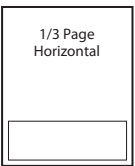
1/2 Page Horizontal
7" x 4.583"



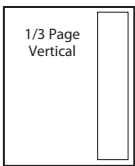
1/2 Page Long Vertical
3.333" x 9.5"



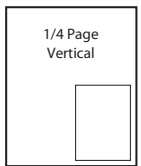
1/3 Page Square
4.583" x 4.583"



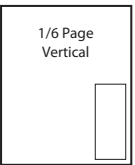
1/3 Page Horizontal
7" x 3"



1/3 Page Vertical
2.166" x 9.5"

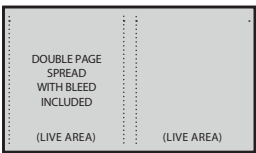


1/4 Page Vertical
3.333" x 4.583"

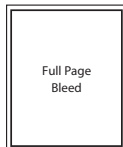


1/6 Page Vertical
2.166" x 4.583"

Directory Trim Size: 5.5" x 8.5"



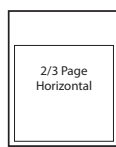
11.75" x 8.75"
(5" x 7.5" LIVE PER PAGE)



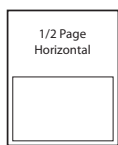
Full Page Bleed
6" x 8.75"



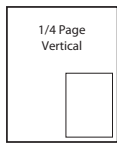
Full Page No Bleed
5" x 7.5"



2/3 Page Horizontal
5" x 4.916"



1/2 Page Horizontal
5" x 3.666"



1/4 Page Vertical
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/Inserts

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).