

Western Canada

Highway News

MEDIA KIT 2012



THE OFFICIAL PUBLICATION OF THE ALBERTA MOTOR TRANSPORT ASSOCIATION, SASKATCHEWAN TRUCKING ASSOCIATION, MANITOBA TRUCKING ASSOCIATION



Looking to reach the trucking industry in Alberta, Saskatchewan and Manitoba?

RECENT ADVERTISERS INCLUDE



EXTRA EXPOSURE ON THE WEB! www.highwaynews.ca
Ads booked in *Western Canada Highway News* appear online – FREE!

*Based on statistical research, on average, specialized business publications have pass-along readership rates of 3-4 people per copy.



Reach your target market at key times

REGULAR FEATURES IN EVERY ISSUE:

- **Government Corner:** News & views from all levels of government
- **Maintenance:** Tips for keeping your rigs rolling
- **News Briefs:** Latest developments in world, North American, Canadian & western trucking
- **Trade Talk:** What's new in products & services

- **Calendar of Events:** Important dates
- **Profiles in Excellence:** Stories on successful companies and individuals
- **Product Profiles:** Detailed accounts of market movers
- **Legal Corner:** Latest laws and regulations affecting your trucking business



SPRING 2012:

Space Closing: Late February
Distribution: Early April

- Highway Hot Stove
- What's New from OEMs (Trucks/Trailers/Tires)



FALL 2012:

Space Closing: Late July
Distribution: Late August

- National Trucking Week
- Latest in Fuels & Lubricants



SUMMER 2012:

Space Closing: Mid May
Distribution: Mid June

- Technology Special
- Green Trucking



WINTER 2012:

Space Closing: Late October
Distribution: Late November

- **2013 BUYERS' GUIDE**
- CentrePort Canada
- Global Transportation Hub

* Covers subject to change.

Full Colour Advertising Rates *Ads booked in the print magazine will APPEAR ONLINE AT NO EXTRA COST!

Western Canada Highway News, in its role as the official publication of the trucking associations in Alberta, Saskatchewan and Manitoba, is committed to providing leading edge, timely information on business practices, technology, trends, new products/services, legal and legislative issues that affect professionals in Western Canada's trucking industry.

	1 Time Rate	2 Time Rate	4 Time Rate	Online Magazine*
Double Page Spread	\$2,545	\$2,450	\$2,350	FREE with print booking!
Full Page	\$2,000	\$1,875	\$1,750	FREE with print booking!
2/3 Page	\$1,800	\$1,725	\$1,650	FREE with print booking!
1/2 Page Island	\$1,600	\$1,525	\$1,450	FREE with print booking!
1/2 Page	\$1,500	\$1,425	\$1,350	FREE with print booking!
1/3 Page	\$1,075	\$1,000	\$925	FREE with print booking!
1/4 Page	\$900	\$850	\$800	FREE with print booking!
1/6 Page	\$625	\$575	\$525	FREE with print booking!
1/8 Page	\$550	\$500	\$450	FREE with print booking!
Outside Back Cover (includes 4-colour)	\$2,300	\$2,175	\$2,050	FREE with print booking!
Inside Front/Back Cover (includes 4-colour)	\$2,150	\$2,025	\$1,900	FREE with print booking!

- 10% premium for all guaranteed positions (not including covers).
- Rates for stitched and poly-bagged inserts available upon request.
- Costs incurred for publication-produced ads or non-compatible electronic files will be charged to the advertiser.

- The publisher, the AMTA, the STA and the MTA reserve the right to reject advertising that is deemed inappropriate.
- The publisher, the AMTA, the STA and the MTA cannot be held liable for any material used or claims made in advertising included in this publication.

To reach trucking industry decision makers in British Columbia, Alberta, Saskatchewan and Manitoba through **Western Canada Highway News** and its targeted readership, contact Dave at your earliest convenience to discuss your company's promotional plans for 2012.

Dave Gill, Marketing Manager

E-mail: david@kelman.ca **Phone:** 866-985-9791 **Fax:** 866-985-9799

Published by:





Dear Colleague,

Over the last number of years, our official association magazine - *Western Canada Highway News* - has grown to become the voice of the trucking industry on the prairies and beyond. From providing timely and relevant news, to dealing with important issues facing our industry and membership, *Western Canada Highway News* plays a vital role in promoting our three associations.

Specifically, this publication is a powerful advertising tool circulated every quarter directly into the hands of more than 4000 association members, plus several hundred members of the BC Trucking Association. Your target audience consists of 4000 buyers and decision makers within Western Canada's trucking industry. There is no better vehicle for your firm's product(s) and/or service(s) than *Western Canada Highway News* as it is mailed directly to :

- company owners
- senior executives
- owner/operators
- fleet managers
- operations managers
- maintenance managers

The feedback from our members and readers is that *Western Canada Highway News* is well received, highly informative and a very much valued tool. We encourage you and your firm to book space and join with us as partners as we continue to build and strengthen our association for the new millennium.

Sincerely,



Don Wilson
Executive Director
AMTA



Al Rosseker
Executive Director
STA



Bob Dolyniuk
Executive Director
MTA



Networking Opportunities

PROFILE OPTIONS

As a key player in the trucking industry, we invite you to participate in an **exclusive offer** to showcase your company to nearly 4,000 industry decision makers nationally. Your company has the option of being featured in a full page, half page or quarter page profile published in an upcoming edition. It is a great opportunity to present your company and its products, services and features to industry leaders across Canada.

COMPANY PROFILES

Kelman & Associates Ltd.
Quality and Dependability in Customer Communication



Option #1: Full Page Profile
500 words plus photo and logo
Cost: \$2,200

COMPANY PROFILES


Kelman & Associates Ltd.
Quality and Dependability in Customer Communication



Option #2: Half Page Profile
250 words plus photo and logo
Cost: \$1,500

COMPANY PROFILES

Kelman & Associates Ltd.
Quality and Dependability in Customer Communication



Option #3: Quarter Page Profile
125 words plus photo and logo
Cost: \$1,050

LIMITED SPACE PER ISSUE

Option #1:
FULL PAGE PROFILE
500 words plus photo and logo
Cost: \$2,200
actual page size: 8.25" x 10.75"

Option #2:
HALF PAGE PROFILE
250 words plus photo and logo
Cost: \$1,500
actual page size: 8.25" x 10.75"

Option #3:
QUARTER PAGE PROFILE
125 words plus photo and logo
Cost: \$1,050
actual page size: 8.25" x 10.75"

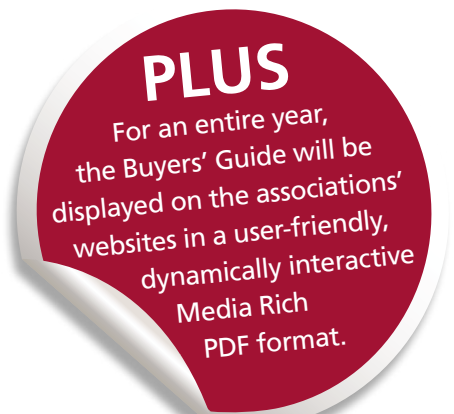


Get your products and services in front of the AMTA, STA and/or MTA carrier members in a credible and highly visible manner.

Western Canada Highway News provides an ideal opportunity to do exactly that with its print AND electronic **2012 Buyers' Guide & Product Source Directory.**

Our easy-to-use annual Buyers' Guide is an invaluable tool for carriers. It comes as a special pull-out section in the Winter issue of WCHN that is direct mailed to all carrier members of the three trucking associations, and has a shelf life of an entire year!

Space Closing: Early November 2011
Distribution: Mid December 2011



Interactive Edition available online

With print and electronic communication operating hand-in-hand you can take advantage of the fact that our magazines are also available online in a highly interactive format.



A user-friendly, interactive format that includes:

1. Beautiful reading experience - presenting a beautiful digital edition that looks and feels like a real book; from flipping through the pages, realistic page turn sounds and even spine shading all adding to a highly engaging reader experience.
2. A share feature to share the digital publication amongst friends and colleagues via social networks including Facebook and Twitter or via email.
3. Active hyper-links to all websites and e-mails contained in the publication.
4. Active links to the specific stories from the front cover and contents page.
5. Active links to advertiser websites from their ads.
6. Searchable and zoomable content.
7. The ability to add notes and bookmarks.
8. And more...

FREE to print advertisers



USE PAPER RESPONSIBLY

Today's forest industry is working hard to become one of the greenest industries on earth.



What other industry plants hundreds of millions of trees every year?



What other industry actually grows more of its main resource than it consumes?



What other industry generates most of its own energy needs from renewable resources, including waste biomass, biogas, hydro and wind?



What other industry uses a renewable resource and recycled stock as its main ingredients?



What other industry has worked harder on improving its environmental performance with partners and advocates including governments, customers and environmental groups?

Paper is an essential part of human civilization. While we all use and depend upon electronic communications, it is easy to ignore that it comes at an environmental cost. Worldwide spam email traffic creates greenhouse gases equivalent to burning two billion gallons of gasoline yearly, with numbers rising. More than 200 million items of toxic e-waste are thrown away every year in the US alone, with a recycling rate of only 18% compared to 57% for paper. Estimates are that North Americans throw out more than 500,000 toxic computers and cell phones every day.

No industry is perfect. But the paper industry has made, and continues to make, huge investments in environmental responsibility. Specifying and buying paper from certified sources ensures the continuation and growth of carbon-absorbing forests. Using paper with appropriate amounts of recycled fibre helps preserve forests, conserve energy, and maximize fibre usage through paper lifecycles.



Paper is a powerful communications medium. Use it responsibly...and recycle the paper that you use.

Our concern for the environment



is more than just talk

As we continue to deliver valuable information through the pages of this magazine, in a printed format that is appealing, reader-friendly and not lost in the proliferation of electronic messages that are bombarding our senses, we are also well aware of the need to be respectful of our environment. That is why we are committed to publishing the magazine in the most environmentally-friendly process possible. Here is what we mean:

- We use lighter publication stock that consists of recycled paper. This paper has been certified to meet the environmental and social standards of the Forest Stewardship Council® (FSC®) and comes from responsibly managed forests, and verified recycled sources making this a RENEWABLE and SUSTAINABLE resource.
- Our computer-to-plate technology reduces the amount of chemistry required to create plates for the printing process. The resulting chemistry is neutralized to the extent that it can be safely discharged to the drain.
- We use vegetable oil-based inks to print the magazine. This means that we are not using resource-depleting petroleum-based ink products and that the subsequent recycling of the paper in this magazine is much more environment friendly.
- During the printing process, we use a solvent recycling system that separates the water from the recovered solvents and leaves only about 5% residue. This results in reduced solvent usage, handling and hazardous hauling.
- We ensure that an efficient recycling program is used for all printing plates and all waste paper.
- Within the pages of each issue, we actively encourage our readers to REUSE and RECYCLE.
- In order to reduce our carbon footprint on the planet, we utilize a carbon offset program in conjunction with any air travel we undertake related to our publishing responsibilities for the magazine.

*So enjoy this magazine...and **KEEP THINKING GREEN.***



Why **Print** Continues to Make An **Impression**



Getting Attention

There are fewer magazines and print newsletters in the mail, so more attention is paid to each piece.



What's Old is New Again

As social media progresses, online content and iPad applications may be overwhelming. More and more people are attempting to disconnect themselves from digital media, feeling overwhelmed by the sheer volume. Many marketers are continuing to leverage print as something of value in their marketing mix.



Print Still Excites People

The printed word is still perceived as more credible to many people than anything on the web.



No Audience Development Costs

Distributed directly to membership or subscriber lists that are continually updated, print magazines enable advertisers to effectively reach a current and accurate target audience. There are no mailing list development, maintenance or retention costs for advertisers in these printed publications.



REASONS WHY ADVERTISERS USE MAGAZINES

- 10 Magazines and magazine ads capture focused attention:** The focused process of magazine reading leads to less media multi-tasking, ensuring single-minded attention to advertising.
- 9 Magazine advertising is targeted:** Magazines engage readers in very personal ways. There is a magazine for every profession, industry and personal interest. Use magazines to reach your target audience in a meaningful way.
- 8 Magazine advertising is relevant and welcomed:** Consumers value magazine advertising, reading it almost as much as the editorial itself. The ads are accepted as an essential part of the magazine mix.
- 7 Magazines are credible:** Consumers trust magazines so much that they are the leading sources of information that readers recommend by word-of-mouth to others.
- 6 Magazines offer a lasting message:** Ads keep working 24/7. They provide a lasting, durable message with time to study a brand's benefits.
- 5 Magazines deliver brand relevant imagery:** Magazine editorial imbues ads with brand relevant imagery, associations and a frame of reference that delivers greater reader receptivity to brand ads.
- 4 Magazine advertising drives web searches and visits:** Magazines are where consumers go for ideas and inspiration. That is why magazine ads are leading influencers, driving readers to advertiser websites and to start a search.
- 3 Magazines drive the purchase funnel:** Magazines are effective across all stages of the purchase funnel, especially brand favorability and purchase consideration – the most sought after metrics that are the hardest to sway.
- 2 Magazine advertising enhances ROI:** Allocating more ad dollars to magazines in the marketing mix improves marketing and advertising return on investment (ROI).
- 1 Magazines sell:** Study after study prove that magazines help drive sales objectives, as a stand alone medium or in combination with others. Over half of readers act on exposure to magazine ads.

Ad Material Submission Info

PRODUCTION REQUIREMENTS

- Adobe InDesign CS5
- Adobe Photoshop CS5
- Adobe Illustrator CS5

(earlier versions of the above programs are also acceptable.)

- We accept tifs, jpegs, eps and pdf files at a resolution of at **least 300 dpi**
 - Ads must be prepared to the correct dimensions and shape, or be subject to production charges
 - **ALL FONTS** used must be included
 - **ALL LINKS / IMAGES** used must be included
 - All pantone/spot colours **MUST** be converted to **CMYK**
 - Include a hard copy (colour or black proof) or e-mail a pdf for proofing purposes
-
- We support **CDs** and **DVDs**
 - All above requirements for sending electronic files apply to sending by e-mail
 - Use **STUFFIT** or **WINZIP** to compress large files
 - Attach all related files (fonts, links, graphics)
 - **DO NOT** embed files in your e-mail or Word document
 - Contact us for **ftp site information** for files that are too large to e-mail
 - Include a pdf for proofing purposes, or fax a hard copy to 866-985-9799
 - Costs incurred for publication-produced ads or non-compatible electronic files will be charged to advertiser. Minimum charge \$50.00

Please submit ad material to:

LAUREN CAMPBELL
Ph: 866-985-9790
Fax: 866-985-9799
E-mail: lauren@kelman.ca



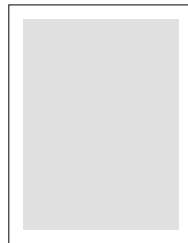
Craig Kelman & Associates
3rd Floor - 2020 Portage Ave.
Winnipeg, Manitoba R3J 0K4
www.kelman.ca

AD DIMENSIONS:

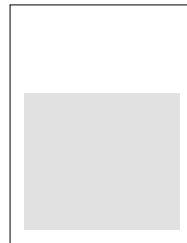
Ad Size	Width	Depth
Double Page Spread		
Bleed	16.75"	11"
Trim	16.5"	10.75"
Live Area	15.5"	9.5"
Full page		
Bleed	8.5"	11"
Trim	8.25"	10.75"
Live Area	7"	9.5"
2/3 horizontal	7"	6.125"
2/3 vertical	4.625"	9.5"
1/2 island	4.625"	7"
1/2 horizontal	7"	4.625"

Ad Size	Width	Depth
1/3 square	4.625"	4.625"
1/3 vertical	2.125"	9.5"
1/3 banner	7"	3.25"
1/4 vertical	3.375"	4.625"
1/4 banner	7"	2.5"
1/6 horizontal	4.625"	2.125"
1/6 vertical	2.125"	4.625"
1/6 banner	7"	1.625"
1/8 horizontal	3.375"	2.125"
1/8 vertical	2.125"	3.375"

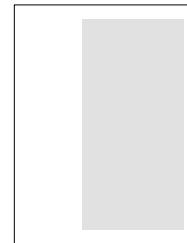
Full page



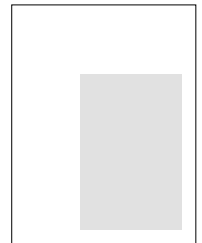
2/3 Horizontal



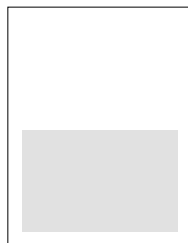
2/3 Vertical



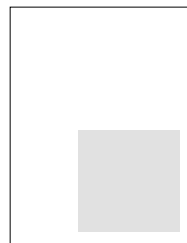
1/2 Island



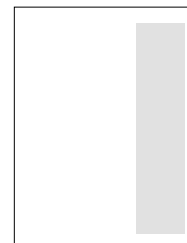
1/2 Horizontal



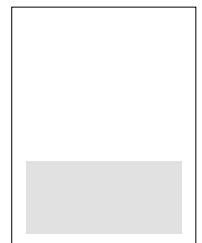
1/3 Square



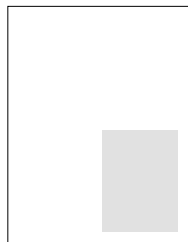
1/3 Vertical



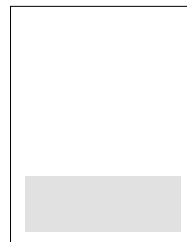
1/3 Banner



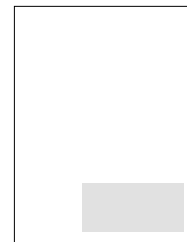
1/4 Vertical



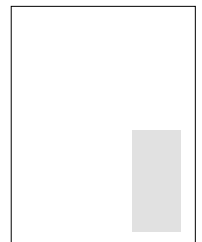
1/4 Banner



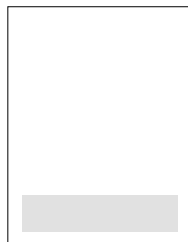
1/6 Horizontal



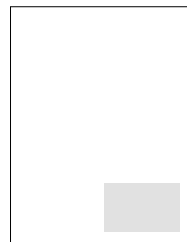
1/6 Vertical



1/6 Banner



1/8 Horizontal



1/8 Vertical

