

ACCESS CANADA

The Official Publication of the
Scaffold Industry Association of Canada

2023 Media Planner

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About SIAC

The Scaffold Industry Association of Canada (SIAC), is a member-driven, non-profit organization that is dedicated to ensuring that the most professional practices are provided by all members within the scaffold and access industry throughout Canada. SIAC provides a forum for industry professionals and associates to promote all aspects of business that benefit our members and clients, including safety, training, engineering and involvement in the regulatory process with a portal for marketing and networking in the scaffold and access industry.

Membership in the SIAC provides you with an important voice in many aspects of the scaffold and access industry in Canada. This includes the Canadian Standards Association (CSA) and the Council of Ontario Construction Associations (COCA), together with active participation from the Construction Safety Association of Ontario (CSAO) and the Ministries of Labour.

The association serves the scaffolding industry by collecting, interpreting and disseminating information on all subjects of interest to the industry.

The Magazine

Access Canada is the official publication and voice of the Scaffold Industry Association of Canada (SIAC). *Access Canada* is the most reliable source of information focusing on the main priorities of the organization, with a circulation of 1,200 per issue, delivering the latest news, profiles and feature articles.

Access Canada is a vital source for members to facilitate knowledge, increase expertise in their given field and provide their members with the latest developments pertaining to the scaffold and access industry. It presents an excellent means of communication while also providing informative and in-depth articles focusing on regulatory and legislative changes, safety training, new building techniques and recent innovative projects.



PUBLISHING DATES

ISSUE	PUBLISH	MATERIAL DUE
Spring/Summer 2023	May 2023	April 2023
Fall/Winter 2023	November 2023	September 2023

READ ONLINE

Click on the magazine to view the latest issue of **ACCESS CANADA** in your browser for free!

Click [HERE](#) for information on digital advertising. If you have any questions or concerns about your digital advertising needs, please contact your MediaEdge Sales Representative.

Why Advertise

UNPARALLELED EXPOSURE!

Each and every SIAC member will receive two issues of *Access Canada*, which provides informative editorial content and unparalleled exposure to a widespread scope of participants across the industry and the country. The magazine will also be distributed at multiple industry and association events throughout the year, ensuring your business' message is front and centre.

YOUR TARGET AUDIENCE!

Your company's ad will be viewed by a wide and diverse variety of readers, with a distribution of 1,200 copies to industry professionals and organizations nation-wide. Advertising in this magazine offers you the exceptional opportunity to reach a target audience of key industry personnel, decision makers and leaders, including member categories such as:

- Manufacturers
- Suppliers
- Contractors
- Professional Engineers and Consultants



CONSIDER THIS:

Magazines engage viewers in a manner that is strategically unlike any other form of advertising media. On average, a reader will revisit a magazine at least three times and will likely put it on display, allowing the marketing message to grab – and hold – the reader's attention.

Surveys have shown that readers opt for print publications for more intensive, thorough and in-depth reading. Magazine advertising is a reliable way to provide consumers with a satisfactory, leisurely and intimate experience.

UPCOMING EVENTS

AGM
December 2023



ASK YOUR MEDIAEDGE REPRESENTATIVE
ABOUT MAXIMIZING YOUR EXPOSURE BY
ADVERTISING IN THE UPCOMING 2023 ISSUES.

Advertising Rates

Cover and Premium Positions (INCLUDES FOUR COLOUR)

SIZE	WIDTH	DEPTH	2X RATE	1X RATE
Inside Back Cover*	8.375"	10.875"	\$1,559.50	\$1,669.50
Inside Front Cover*	8.375"	10.875"	\$1,559.50	\$1,669.50
Outside Back Cover*	8.375"	10.875"	\$1,799.50	\$1,919.50

* MUST have .125" of bleed

Full-Colour Rates

SIZE	WIDTH	DEPTH	2X RATE	1X RATE
Full Page trim*	8.375"	10.875"	\$1,369.50	\$1,479.50
1/2 Horizontal	7"	4.583"	\$669.50	\$779.50
1/2 Vertical	4.583"	7"	\$669.50	\$779.50
1/2 Long Vertical	3.333"	10"	\$669.50	\$779.50
1/4 Horizontal	4.583"	3.333"	\$429.50	\$539.50
1/4 Vertical	3.333"	4.583"	\$429.50	\$539.50
1/4 Banner	7"	2.1667"	\$429.50	\$539.50
1/8 Horizontal	3.333"	2.1667"	\$309.50	\$419.50
1/8 Vertical	2.1667"	3.333"	\$309.50	\$419.50

* MUST have .125" of bleed

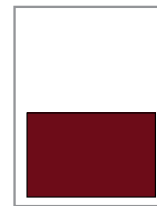
Please Note: AD Rates are Price Per Issue
 Guaranteed Position: Add 15%
 Black & White Rates: 25% discount
 Advertising Agencies: Please add 15%
 Ad Proof Charge: \$25.00

MECHANICAL REQUIREMENTS

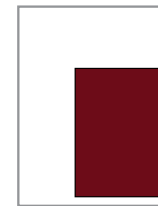
SIZE IN INCHES	WIDTH	DEPTH
LIVE AREA:	7"	9.5"
TRIM SIZE:	8.375"	10.875"
BLEED SIZE:	8.625"	11.125"



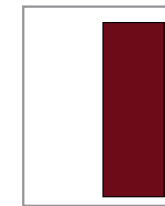
Full Page



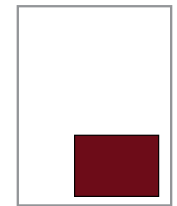
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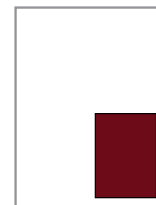
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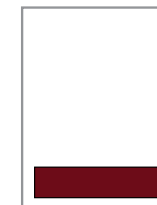
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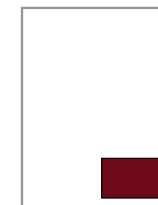
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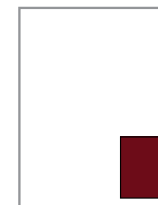
1/4 Vertical



1/4 Banner



1/8 Horizontal



1/8 Vertical

Production Specifications

Digital Files: Preferred format is a High Resolution (300dpi) PDF file, provided all the fonts are embedded, and all colour is converted to CMYK. Other acceptable formats are Adobe InDesign, and Adobe Illustrator files, if all graphics and fonts are also included. Please include a laser copy for reference. All colour files must be accompanied by a colour proof or separated laser proofs. Publisher assumes no responsibility for accuracy when a proof is not provided.