

MEDIA KIT

ATLANTIC BUILDING SUPPLY DEALERS ASSOCIATION

2023 BuildingSupply NEWS

**Advertise and
get results
with ABSDA**

REACH OVER

85%

OF THE
BUILDING
SUPPLY
DEALERS
IN ATLANTIC
CANADA

The Atlantic Building Supply Dealers Association (ABSDA) is the collective voice of the Building Supply and Home Improvement Industry. With a total Membership of over 550 Member firms involved in the Building Supply Industry in Atlantic Canada, ABSDA unites the industry while meeting dealer and supplier needs.

WHY DO BUSINESS WITH ABSDA 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 members represent 85% of the building supply dealers in the Atlantic provinces in Canada. Nationally, the building supply industry is worth an estimated \$39 billion annually.

PUBLICATION DATES

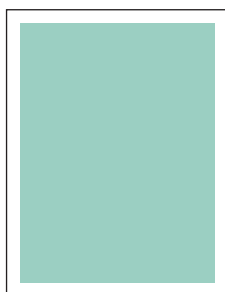
February, 2023
April/May, 2023
July, 2023
September, 2023
December, 2023



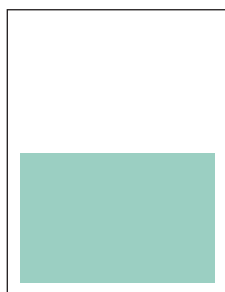
Advertising Rate Card 2023

Ad Size	Single Insertion Net Full Colour (Per Issue)	Multiple Issue Insertion Net Full Colour (Per Issue)
Inside Front Cover, Inside Back Cover	\$ 1300	\$ 1250
Full Page	\$ 1200	\$ 1125
1/2 Page	\$ 975	\$ 925
1/3 Page	\$ 780	\$ 730
1/4 Page	\$ 600	\$ 550
Business Card	\$ 450	\$ 420

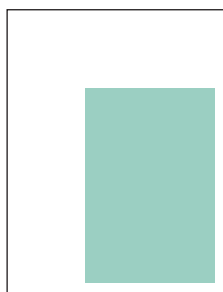
All rates are NET. No cash discount. Agencies add commission to above listed rates.
All Rates are subject to 15% HST (HST # R106736168)



Full Page
8.75" x 11.25" (Bleed)
7.5" x 10" (No Bleed)



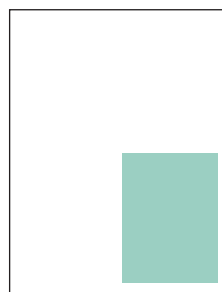
1/2 Page Horizontal
7.5" x 5"



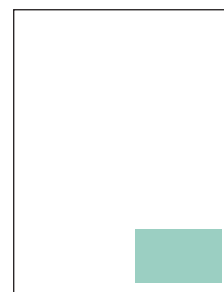
1/2 Page Vertical
5" x 7.5"



1/3 Page
7.5" x 3.25"



1/4 Page
3.75" x 5"



Business Card - 1/8 Page
3.33" x 2.16"

MECHANICAL REQUIREMENTS

Magazine trim size is 8.5" x 11". Acceptable ad submission format is High Resolution PDF (press ready), with the artwork meeting the following criteria:

- All artwork must be grayscale, black and white, or CMYK process colour. Pantone, duotone, index and RGB colours must be converted to standard CMYK process colour prior to submission.
- All fonts (typefaces) must be embedded or converted to paths.
- All artwork must be supplied at actual size (100%) and at 300 dpi resolution.

Ads supplied incorrectly, or in other formats, could be subject to extra charges.

Conditions: Orders are accepted subject to terms and conditions of this rate card and to any conditions imposed by government regulations. Invoices are payable thirty (30) days from the date of issue. Multiple units of space in one issue are charged at the individual space rate.

The advertiser and/or agency assumes any and all liability for all content and subject matter of all accepted advertisements and also assumes responsibility for any loss and/or costs resulting from any claims made against the publisher. The liability of the publisher for errors is limited to that portion of the advertisement in which the error occurs and the liability for any damages resulting from errors will not exceed the amount charged for the advertisement in question.

The publisher will be under no liability for failure to insert any advertisement. All advertising copy is subject to the approval of the publisher.

PLEASE INDICATE THE ADS YOU PLAN TO BOOK

Issue	IFC/IBC	Full Page	1/2 Page	1/3 Page	1/4 Page	Business Card
February 2023	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
April/May 2023	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
July 2023	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
September 2023	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
December 2023	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Closing Dates: Cut-off date is 30 days prior to publication.

Company Name: _____

Contact: _____

Email: _____

Phone: _____

Method of Payment: ☐ Cheque enclosed ☐ Bill our Company ☐ Visa/MasterCard

Card # _____

Expiry _____

CVV# _____



Building Supply Update eNewsletter

Now more than ever, professionals consume information on the go. Our Building Supply Update eNewsletter allows Members to stay informed about timely industry topics and association news whether they are in the office or on the road.

Enjoy the Benefits of a Targeted Newsletter

- Delivers your message directly to the inbox of 900 decision-makers on a regular basis
- Frequently forwarded to others for additional exposure
- Cross-promoted in other ABSDA publications and communications pieces
- Directs visitors to the landing page of your choice to facilitate the purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive

Advertising Opportunities

PROFILE RECTANGLE

(300 x 250 pixels) – 4 positions available

12 Months | \$2,095

- Only four spots available – NO ROTATION
- Located between popular sections of the eNewsletter

SPONSORED CONTENT

2 positions available

12 Months | \$1,780

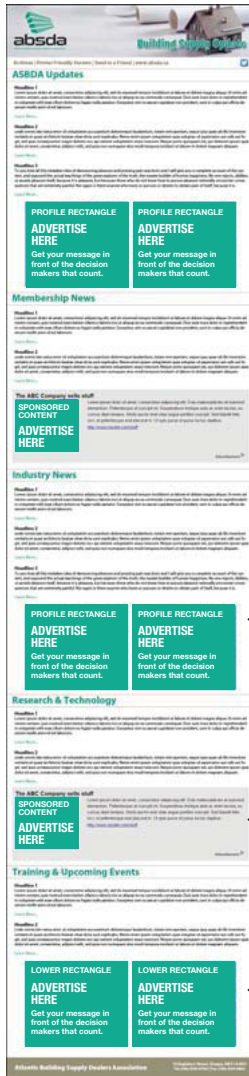
- 180 x 150 thumbnail graphic. Can be logo or product image (.jpeg or .png file, @72 dpi, RGB), no more than a small tagline of text, no contact info included. Not to be treated as a regular banner ad.
- Headline: Advertiser supplies 3-6 words.
- Summary text: Advertiser supplies 30-50 words.
- Web Link: Advertiser supplies URL to link at bottom of text.

LOWER RECTANGLE

(300 x 250 pixels) – 2 positions available

12 Months | \$1,570

- Only two spots available – NO ROTATION
- Located between popular sections of the eNewsletter



Atlantic Building Supply Dealers Association
70 Englehart Street, Dieppe, NB E1A 8H3
Phone: (506) 858-0700
E-mail: absda@nb.aibn.com
Website: www.absda.ca

PLEASE INDICATE THE AD YOU PLAN TO BOOK

☐ Profile Rectangle ☐ Sponsored Content ☐ Lower Rectangle

Closing Dates: To be determined.

Company Name: _____

Contact: _____

Email: _____

Phone: _____

Method of Payment: ☐ Cheque enclosed ☐ Bill our Company ☐ Visa/MasterCard

Card # _____

Expiry _____

CVV# _____



ABSDA.CA Website

Advertising on the Atlantic Building Supply Dealers Association website is a great way to reach Member and Non-Member visitors and reinforce your marketing message. Visitors go to ABSDA.ca to learn about upcoming association events, discover ways to maximize their ABSDA Membership, view the latest issues of ABSDA Building Supply News digital edition and the ABSDA Buyers' Guide. Advertising on ABSDA.ca positions your company as a leader in front of an influential group of Building Supply Professionals.

Features of ABSDA Website Advertising

- Cross-promoted in other ABSDA publications and communication pieces
- Directs visitors to the landing page of your choice to expedite purchases
- Year-round visibility reinforces brand recognition
- Allows dynamic, time-sensitive promotion purchasing process
- Archives are accessible for unlimited online viewing
- Limited available ad space makes each position exclusive

On average, absda.ca receives

- Nearly 1,000 visitors per month
- More than 2,500 page views per month

**Traffic numbers from January - June 2020*

Advertising Opportunities

HALF SKYSCRAPERS

(300 x 250 pixels) – 4 positions available

12 Months | \$1,520

- Three positions available on the right hand side of the website.
- Run-of site with a total of 3 rotations each.



Atlantic Building Supply Dealers Association
70 Englehart Street, Dieppe, NB E1A 8H3
Phone: (506) 858-0700
E-mail: absda@nb.aibn.com
Website: www.absda.ca

PLEASE INDICATE THE AD YOU PLAN TO BOOK

☐ Half Skyscraper

Closing Dates: To be determined.

Company Name: _____

Contact: _____

Email: _____

Phone: _____

Method of Payment: ☐ Cheque enclosed ☐ Bill our Company ☐ Visa/MasterCard

Card # _____

Expiry _____

CVV# _____