

TIAC



MEDIA GUIDE



2019



TIAC Times is the official journal of record for the Thermal Insulation Association of Canada (TIAC). TIAC is the national industry association for contractors, distributors, and manufacturers of commercial, industrial, and institutional thermal insulation, asbestos abatement products, and firestop.

Every issue of TIAC Times is packed with feature articles, project stories, professional advice, and industry news, focused on key areas of the thermal insulation industry, including standards, code development, green building, energy efficiency, material innovations, labour, business management, safety, and the state of the construction industry in Canada.

TIAC ACIT

Thermal Insulation Association of Canada *The Voice of The Mechanical Insulation Industry* **Association Canadienne de l'Isolation Thermique** *La voix de l'industrie de l'isolation mécanique*

who's reading TIAC Times

TIAC Times is published by Point One Media Inc. on behalf of the Thermal Insulation Association of Canada.

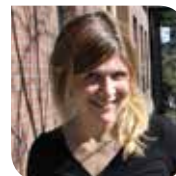
Approximately 1,000 copies are distributed at no charge to contractors, distributors, manufacturers, engineers, specification writers, governments, union locals, technical schools, client lists provided by TIAC members, and suppliers to the thermal insulation, asbestos abatement, and firestop industries in Canada.



	Topics	Editorial	Ad Booking	Ad Due
Winter	<ul style="list-style-type: none"> • Construction Outlook • Technical Update • Marketing 	December 20, 2018	January 18, 2019	January 22, 2019
Spring	<ul style="list-style-type: none"> • Conference Registration • Committee News • Business Management 	March 20	April 16	April 18
Summer	<ul style="list-style-type: none"> • TIAC Conference • Insulation Issues • Scope and Estimation 	June 26	July 19	July 23
Fall	<ul style="list-style-type: none"> • Building Codes • Green Building • Conference Wrap-up 	September 30	October 21	October 23

editorial contributions

We welcome editorial contributions from our valued TIAC members and Canadian building professionals. If you'd like to see an article covering a specific topic, have interesting industry news, or are working on an interesting project, tell us about it. Contact our editor by phone or email to table your ideas.



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black and white advertising rates

Frequency	Members		Non-Members	
	1 x	4x	1x	4x
Full Page	\$795	\$756	\$1,584	\$1,500
1/2 Page	\$476	\$448	\$952	\$907
1/3 Page	\$388	\$340	\$776	\$680
1/4 Page	\$280	\$268	\$560	\$532
1/6 Page	\$201	\$190	\$240	\$224
Business Card	\$123	\$112	\$229	\$220

colour

Full Process Colour	\$850
Spot Colour (per colour - two colour maximum).....	\$150
Add Business Card Colour.....	\$119

positions

Inside Covers..... add 10% to total ad cost
 Other Special Positions..... add 7.5% to total ad cost

Rates shown are net. Agencies please add 15%.

back cover logos

Demonstrate your support for the industry by having your logo on the outside back cover of each issue of *TIAC Times*. Limited space available.

\$110/issue (yearly commitment)

file submissions

- Preferred Format: High-resolution PDF. Fonts must be embedded.
- Photoshop: TIFF/EPS. 300 dpi, CMYK.
- Illustrator: AI/EPS. Include all placed images, 300 dpi, CMYK. All fonts converted to outlines.

All ad make-up work to be done in-house submitted past closing will be billed out at \$79 per hour.

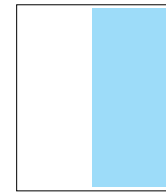
banner advertising

All banner advertising is sold on a flat-rate basis.

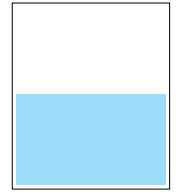
Leaderboard ROS (run of site)	728 x 90 pixels	\$499/yr
Masthead ROS (run of site)	234 x 60 pixels	\$449/yr
Big Box Main Page	300 x 250 pixels	\$399/yr



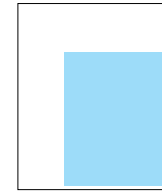
Full Page
Trim 8 x 10.5"
Bleed 8.5 x 11"



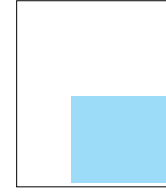
1/2 Vertical
3.375 x 9.5"



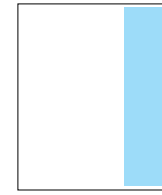
1/2 Horizontal
7 x 4.625"



1/2 Island
4.585 x 7"



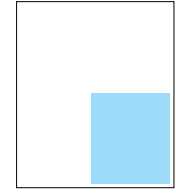
1/3 Square
4.585 x 4.625"



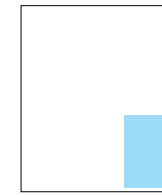
1/3 Vertical
2.165 x 9.5"



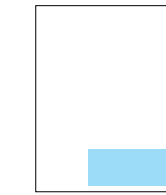
1/3 Horizontal
7 x 3"



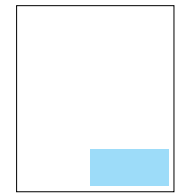
1/4 Page
3.375 x 4.625"



1/6 Vertical
2.165 x 4.625"



1/6 Horizontal
4.585 x 2.185"



Business Card
3.375 x 2"

digital submissions

Format: JPG or GIF (static or animated), SWF (30 frames per second using images of 72 dpi. All URLs to be embedded in file).



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