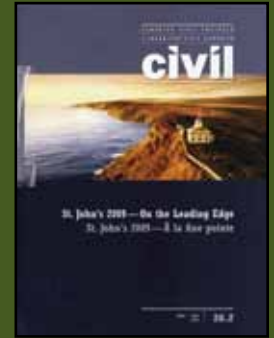


CANADIAN CIVIL ENGINEER  
L'INGÉNIEUR CIVIL CANADIEN

**civil**



**2010 Media Kit**



# The Canadian Society for Civil Engineering

Where civil engineering decisions  
in Canada begin!

## What the CSCE does:

- develops and maintains the high standards of civil engineering practice in Canada
- builds strategic partnerships
- takes a leadership role in civil engineering matters
- promotes the acquisition and exchange of professional knowledge through 20 sections across Canada and a branch in Hong Kong

## EVERY project starts with a civil engineer!

The CSCE takes a leadership role in developing and maintaining high standards of civil engineering practice in Canada. They are at the front lines of new major projects, advances, technologies and other events of note. They keep a finger on the pulse of civil engineering to monitor and maintain the highest standards.

With a future outlook of new infrastructure, new government spending and new power technologies, members of CSCE will be at the front lines of future decisions and planning.

*Canadian Civil Engineer* (CIVIL) reaches civil engineering leaders and decision-makers across Canada.

Your advertisement in *Canadian Civil Engineer* is your communication tool to this audience.

**Lay the foundations of your project with an  
advertisement in *Canadian Civil Engineer*.**

# Canadian Civil Engineer Magazine

Where civil engineering in Canada begins!

**Canadian Civil Engineer** is published 5 times a year by **The Canadian Society for Civil Engineering (CSCE)**.

It reaches a select group of decision-makers and leaders in Canadian civil engineering. *CIVIL* discusses matters relevant to the profession—latest developments, research, technologies, new projects and other news in the world of civil engineering.

## Circulation

Total qualified circulation:	<b>4,525*</b>
Readers per copy:	<b>2.52</b>
Audience:	<b>11,403</b>

*\*Publisher's Claim Oct 2008*

## \$11 BILLION

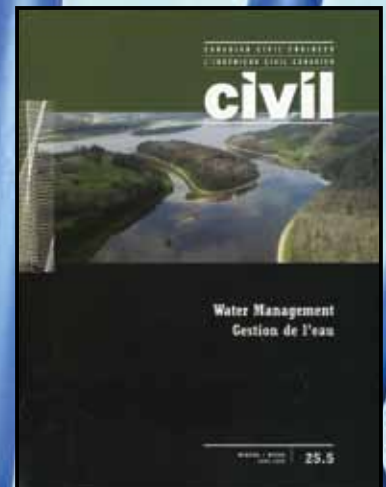
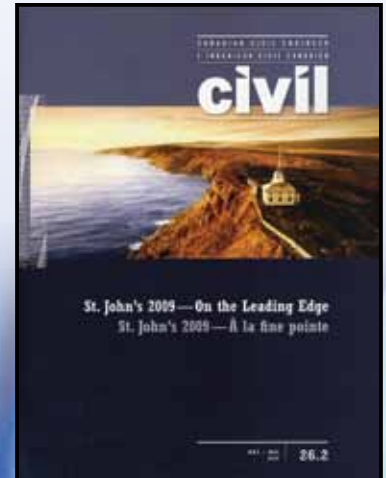
That's the investment in non-residential building construction in Canada. The products and services in this sector are a major contribution to the Canadian economy.

Your advertisement in *Canadian Civil Engineering* will highlight your product or service and extend your marketing message to Civil Engineers across Canada.

Source: Statistics Canada 2008

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## Readers and Advertising

**61%** of readers find the following types of advertising useful in *CIVIL*

- professional development
- new products and technologies
- educational materials
- environmental products and services

## Readers and the Magazine

**77%** read most issues

**53%** visit a website shown in the magazine

**50%** pass the magazine or information on to someone else

**33%** investigate a product or service advertised or mentioned in an article

## Readers and Education

Readers are constantly upgrading their education and skills to stay current and informed in today's technical and changing world.

**71%** participate in professional development or further education programs each year!

## Reader Demographics

**80%** are male

**59%** are 25 - 50 years of age

**98%** have a university or post-graduate education

**46%** have a household income of more than \$100,000

## Engineers are Involved in Purchasing Decisions

**54%** are involved in purchasing decisions

**60%** say trade publications have an influence in their purchasing decisions

These are some of the many items engineers buy:

- Building & Construction Materials and Products
- Building Maintenance (HVAC, fire detection, lighting, security, etc.)
- CAD/CAE/CAM Software
- Computer Systems/Hardware
- Corrosion Control Products
- Energy Management
- Environmental Products and Services
- Financial Services
- Fluids Handling (pumps, valves, piping, etc.)
- Group Insurance
- Occupational Health & Safety Products
- Process Control & Instrumentation
- Specialty Copiers/Printers
- Survey/GPS
- Testing & Certification Services (CSA, Intertek, Underwriters Laboratories)

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[www.csce.ca](http://www.csce.ca)

View a *Canadian Civil Engineer* back issue on the CSCE website!

Double your exposure. Your print ad will be seen in the digital version by engineers across the globe.

Call us today to place your ad in the magazine and extend your reach to website visitors.

Call Dovetail Communications Inc. 905.886.6640

**2010 EDITORIAL SCHEDULE**

ISSUE	THEME	SPACE CLOSING	MATERIAL CLOSING	MAIL DATE
Spring	Professional Practice - Civil Engineers in the Workplace	January 15	January 22	March 5
Conference	Winnipeg 2010 Annual Conference - Engineering a Sustainable World	March 19	March 26	May 7
Summer	Hydrotechnical Engineering	June 11	June 18	August 6
Fall	Skills Shortages - Education and Research	August 20	August 27	October 8
Winter	Infrastructure Renewal	October 22	October 29	December 10

**Corporate Members of the CSCE**

Major Partners	Partners	Affiliates		
 	   	    	    	   



## 2010 Rates & Data

### Advertising Rates (Gross Rates)

4 COLOUR	1X	3X	5X
Full page	\$3,130	\$2,975	\$2,825
2/3 page	2,815	2,680	2,545
1/2 page	2,350	2,235	2,125
1/3 page	2,035	1,935	1,840
1/4 page	1,805	1,715	1,630
DPS	5,320	5,055	4,805

BLACK & WHITE	1X	3X	5X
Full page	\$2,060	\$1,960	\$1,865
2/3 page	1,855	1,765	1,680
1/2 page	1,365	1,295	1,230
1/3 page	1,080	1,025	975
1/4 page	885	845	805
DPS	3,705	3,520	3,345

COVERS (4 colour only, non-cancellable)	1X	3X	5X
OBC	\$3,910	\$3,720	\$3,535
IFC/IBC	3,755	3,570	3,395

**Inserts/Outserts:** rates on request  
**Special Positions:** 20%  
**Bleed:** no extra charge  
**Standard Colour:** \$445

### Product File

(4C, includes design)  
**Per unit:** \$810  
**Dimensions:** 3 1/8" W x 2" H

### Dimensions

AD SIZES	Width	Depth
Trim Page	8 1/2" (8.5)	x 11" (11.0)
Bleed Page	8 3/4" (8.75)	x 11 1/4" (11.25)
Live Area	7" (7)	x 10" (10.0)
2/3 horizontal	7 1/2" (7.5)	x 6 1/4" (6.25)
2/3 vertical	4 3/4" (4.75)	x 10" (10.0)
1/2 horizontal	7 1/2" (7.5)	x 4 7/8" (4.875)
1/2 vertical	3 5/8" (3.625)	x 10" (10.0)
1/3 horizontal	7 1/2" (7.5)	x 3 1/8" (3.125)
1/3 vertical	2 3/8" (2.375)	x 10" (10.0)
1/3 square	4 3/4" (4.75)	x 4 3/4" (4.75)
1/4 horizontal	4 7/8" (4.875)	x 3 5/8" (3.625)
1/4 vertical	3 5/8" (3.625)	x 4 7/8" (4.875)
1/8 horizontal	3 1/2" (3.5)	x 2" (2.0)
1/8 vertical	2" (2.0)	x 3 1/2" (3.5)
DPS	17" (17.0)	x 11" (11.0)

Please include crop marks for all ads and if bleed is supplied, supply the bleed at 1/8 inch beyond the trim.

### Issue & Closing Dates

ISSUE	SPACE CLOSING	MATERIAL CLOSING	MAILING DATE
Spring	January 15	January 22	March 5
Conference	March 19	March 26	May 7
Summer	June 11	June 18	August 6
Fall	August 20	August 27	October 8
Winter	October 22	October 29	December 10

### Mechanical Requirements

Printing Method: Sheet-fed offset.  
Binding: Saddle-stitched.  
Screen: 133 - 150 (lpi) line screen.

**Electronic Material:** Digital files only. **PDF/X-1a files are preferred.** Alternate acceptable formats include: Macintosh format, QuarkXPress 7, InDesign CS4, Illustrator CS4, Photoshop CS4 (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (**CMYK only**). To ensure the accuracy of all advertisements, a full-size colour proof must be provided. **Publisher shall not be liable for any advertisements received without a colour proof.**

**File Transfer Media:** DVD, CD, FTP or email. Smaller files can be e-mailed up to a maximum file size of 10MB. Send to [design@dvetail.com](mailto:design@dvetail.com)

**FTP Site:** <ftp.dvetail.com>. Please send an email to [ftp@dvetail.com](mailto:ftp@dvetail.com) for password information for the Civil FTP site.

### Design Services:

Complete design services are available at an additional charge. For details, please contact: Roberta Dick, [robertad@dvetail.com](mailto:robertad@dvetail.com) or Joanne Somaiya, [jsomaiya@dvetail.com](mailto:jsomaiya@dvetail.com), or Crystal Himes, [chimes@dvetail.com](mailto:chimes@dvetail.com)  
Ph: 905.886.6640

### Terms and Conditions

**Agency Commission:** Fifteen per cent (15%) of gross to recognized agencies. For CSE Member discount please contact your Account Manager at Dovetail Communications.

**Terms:** Net 30 days. Two per cent (2%) per month interest on overdue accounts.

**Goods and Services Tax:** Our published rates do not include the GST. Five per cent (5%) will be added to invoices and clearly identified.

**Publisher Conditions:** Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

### Mail or fax contracts/insertion orders to:

Dovetail Communications Inc.  
30 East Beaver Creek Road, Suite 202  
Richmond Hill, ON L4B 1J2  
Ph: 905.886.6640 Fax: 905.886.6615  
Email: [general@dvetail.com](mailto:general@dvetail.com) Website: [www.dvetail.com](http://www.dvetail.com)

Cancellations and space changes not accepted after closing date.

**Publisher:**  
**Canadian Society for Civil Engineering**

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**4920 de Maisonneuve W., Suite 201  
Montreal, QC H3Z 1N1**

**Tel: 514.933.2634 Fax: 514.933.3504**

**E-mail: [info@csce.ca](mailto:info@csce.ca)**

**Website: [www.csce.ca](http://www.csce.ca)**

**National Advertising Sales:**

***DOVETAIL***  
COMMUNICATIONS INC.

**30 East Beaver Creek Road, Suite 202  
Richmond Hill, ON L4B 1J2**

**Tel.: (905) 886-6640 Fax: (905) 886-6615**

**Website: [www.dvtail.com](http://www.dvtail.com)**