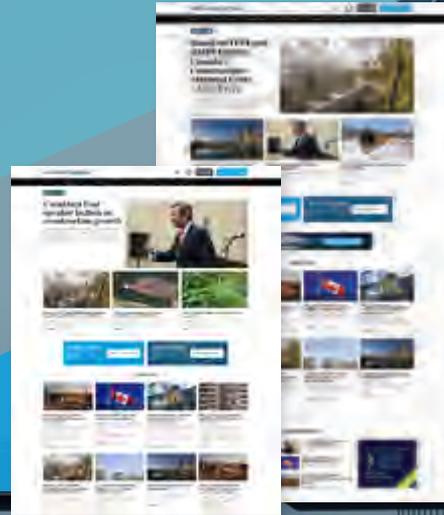


Influencing thousands of construction industry minds

Decision-makers, drivers of the economy, builders of our cities, roads and infrastructure.



A daily source of insight and information online, The **Journal of Commerce** and **Daily Commercial News** give our advertising partners a finely-targeted advantage by connecting your brand message with the right stories and the right business customers. Because our online readers arrive with a proactive mindset, eager to absorb information and take action, they are more likely to engage when they come in contact with a well-placed brand message.

Make your brand the preferred choice with affluent industry business owners and decision-makers through a variety of customized advertising programs available within our enhanced, mobile-friendly digital platforms at JournalOfCommerce.com and DailyCommercialNews.com.

Audience

82% of our over 250,000 readers are Canada's construction leaders, business owners, executives, and top level management. They seek in-depth coverage on all aspects of the construction industry, including trends and issues affecting their business, private and public construction project leads and tenders, events, legislation, and more.

Advertising Opportunities

Online Advertorial

Written in the style of an editorial or an objective, journalistic article, an advertorial is an advertisement providing information about your product or service within the larger context of a story. Advertorials can also include valuable, lead-generating calls-to-action like subscribe to our newsletter, watch our video, receive a callback, complete a survey, or sign up for an event.

Content Marketing

Your brand is the publisher and our website is the distribution vehicle. Gain qualified leads for your content offerings, such as white papers and research reports, by collecting contact information in exchange for your free downloadable resource hosted on our website.

Podcast Sponsorship

Mentioned in our regular podcasts, which discuss various industry news and trends of the day, a podcast sponsorship is similar to a short radio ad with the added option to include a brief discussion of your company and services. Our growing listenership averages 1,000 listeners per month.

Single Sponsor Takeover

Display spaces on the home page and other high-traffic areas can be taken over by your branded visuals. This strategy is most effective when aligned with an event like a trade show, a product release, key legislation, or other big news.

Branded Content

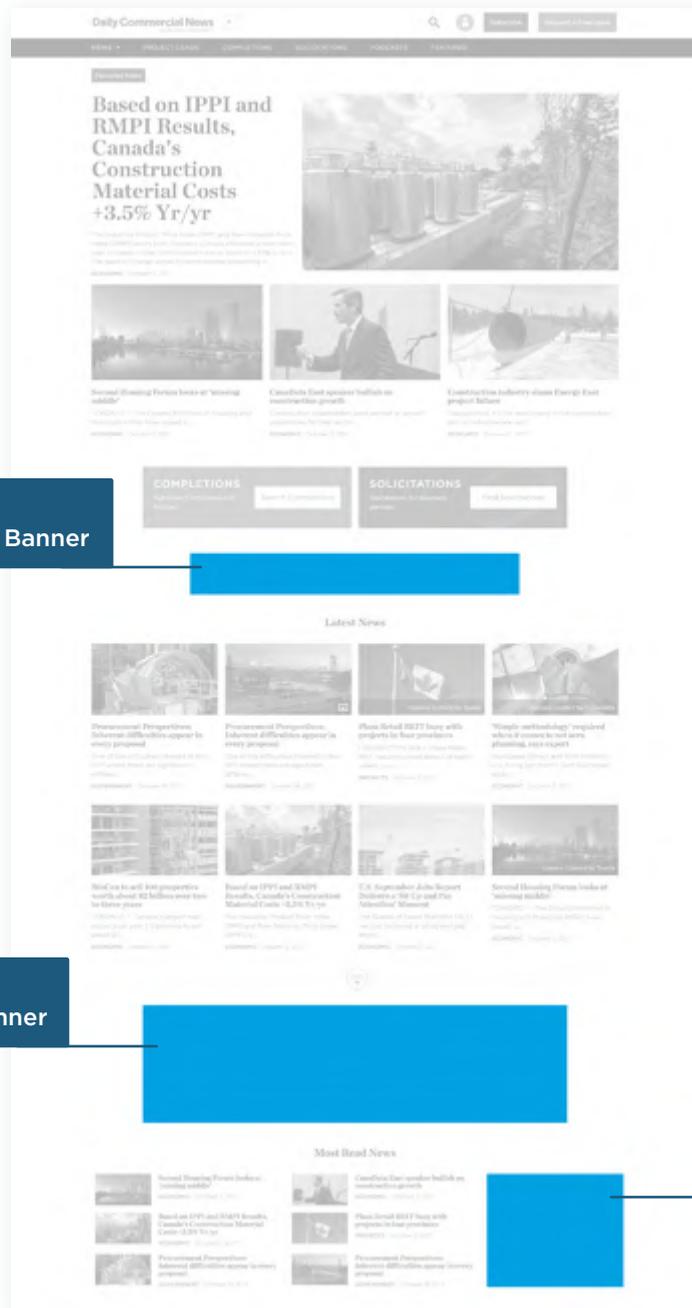
Branded content offers information and insight on current trends and activities related to your business specialty in the industry. Engaging and attractive, branded content helps build a relationship of trust and knowledge-sharing between your brand and the audience, which makes them more likely to purchase your products or hire your services in the future.

Video Sponsorship

Your 5-30 second ad plays before our news article videos. Video ads can also be placed within the content of an article and will auto-play as the user reads and scrolls.

Display Ads

Well-positioned display ads placed in key, high-visibility areas of our online journals are an effective way to reach your target audience. Opportunities include:



728x 90
Leaderboard Banner

900 x 250
Horizontal Banner

300 x 250
Box Banner

Display Ads



300 x 1050
Vertical Sidebar

300 x 600
Vertical Sidebar



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