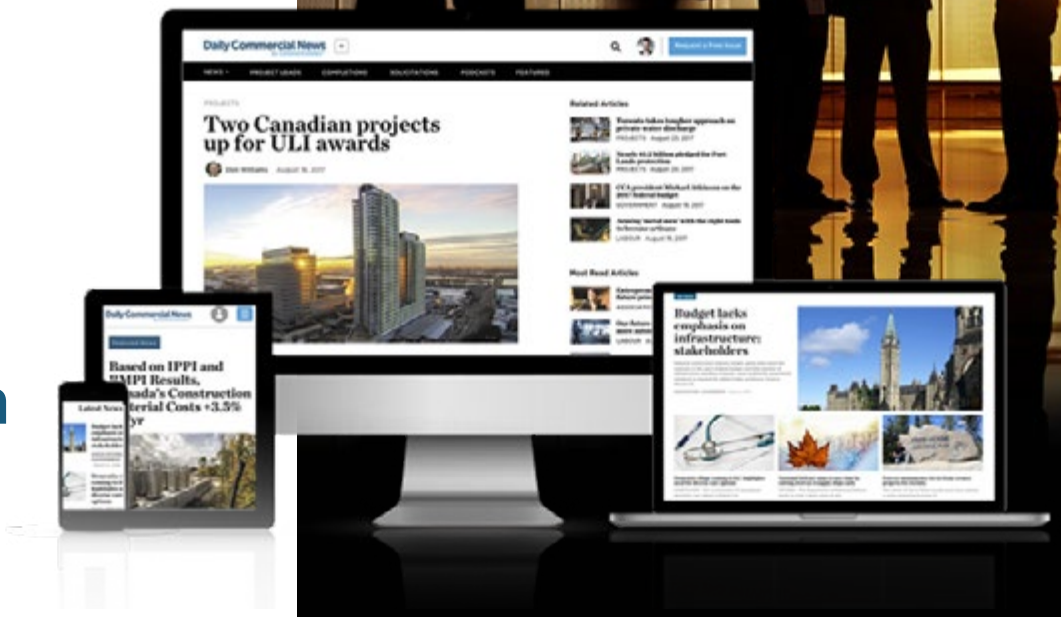
Daily Commercial News
by ConstructConnect®

Journal of Commerce
by ConstructConnect®

Influencing thousands of construction industry minds



salescanada@constructconnect.com

constructconnect.

C577-20

Media Kit
//2020

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Daily Commercial News

"In a daily trade publication, our brand is seen by a lot of influential people. Daily Commercial News makes getting our name out there easy."

Amy Woodcock, Marketing Coordinator
Priestly Demolition Inc.

"Our customers are at the core of everything we do, and we want every one of you to succeed in business.

Our journalism, project data and analytics are read and respected by more people across more channels than ever before. By partnering with the most innovative news and project information source in the Canadian construction industry, you can put your business in front of industry-specific readers, broaden your reach, and expand your market."

Mark Casaletto
President, ConstructConnect Canada

Informing Canada's construction industry professionals since 1911

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

A trusted source of insight and information, 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 partners. Our readers have a proactive mindset, eager to absorb information and take action, which means they are more likely to engage when they are exposed to 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 in our industry-leading newspaper, and within our enhanced, mobile-friendly digital platforms, print and digital newsletters.

Since 2009, my clients in the home improvement industry have benefited immensely by advertising in all the ConstructConnect publications, both online and in print. Their products are seen by decision-makers all across Canada.

Chris Hollinrake
President, Hollinrake Communications
PR and Media Buying

Audience Profile

Readers with influence

More than 80 per cent of our 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 project leads and tenders, events, legislation and more.

ONLINE PROFILE*

- 2,153,714 page views
- 1,147,201 sessions
- 777,617 new users
- 10,742 Twitter followers
- 4,717 LinkedIn followers

** 2019 statistics, JOC and DCN*

DIGITAL NEWSLETTER PROFILES**

- The DCN and JOC newsletters, read weekly by 8,680+ subscribers across Canada
- DesignX, read monthly by 10,150+ subscribers across Canada

*** 2019 statistics, JOC and DCN*

NEWSPAPER PROFILE***

- 2,000+ national circulation
- 3.1 pass-along rate

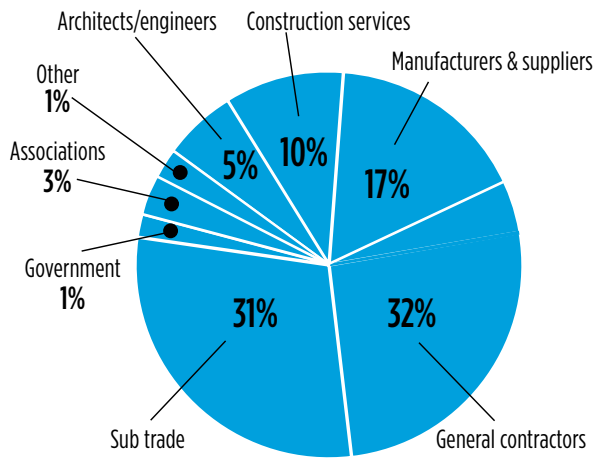
**** 2019 subscriber statistics, DCN*

Reader Facts

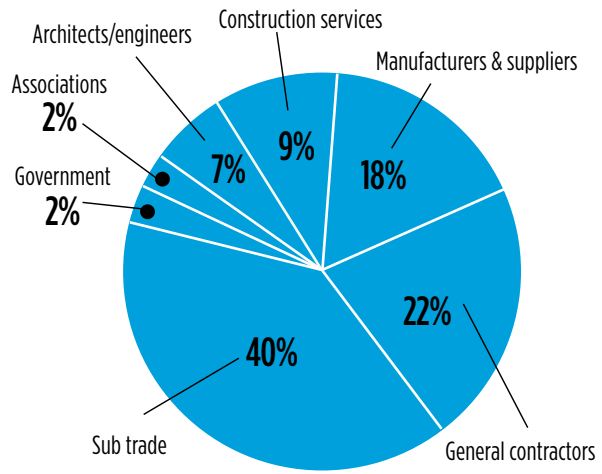
Gain visibility and increase credibility

- Of the ICI construction industry, 89% are aware of DCN and 77% are aware of JOC.
- 84% of readers turn to JOC or DCN for project leads, 89% for tenders
- 71% of readers mention JOC or DCN as a source
- 82% of readers are key decision-makers
- 70% of subscriber companies have sales in excess of $1 million

Breakdown of DCN Subscribers by job function



Breakdown of JOC Subscribers by job function



Why Advertise with Us?

Target a highly-focused industry audience

- Reach key decision-makers in every aspect of the construction industry
- Advertise in an editorial environment compatible with your products
- Increase your visibility through bonus distribution of features to municipal, provincial and federal government ministries
- Align your brand with the construction industry's most trusted and comprehensive source for news, project leads, and product sourcing information

A century of construction industry expertise

- JOC has published since 1911 and DCN since 1927
- 4,000 articles are published in JOC and DCN per year

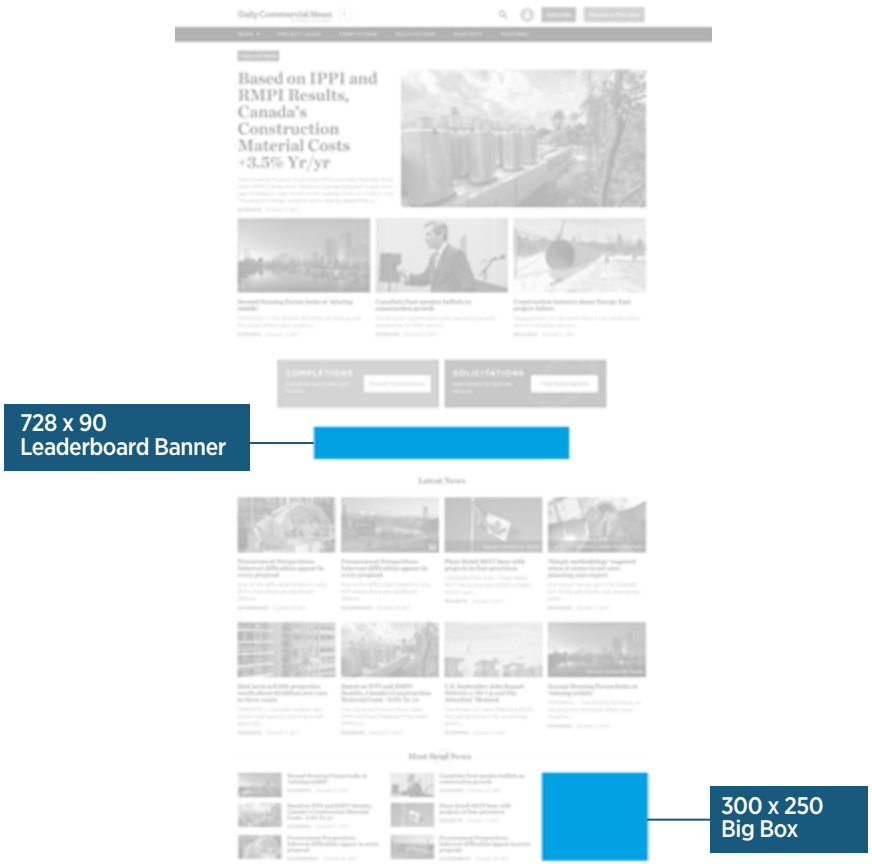
2019 HIGHLIGHTS

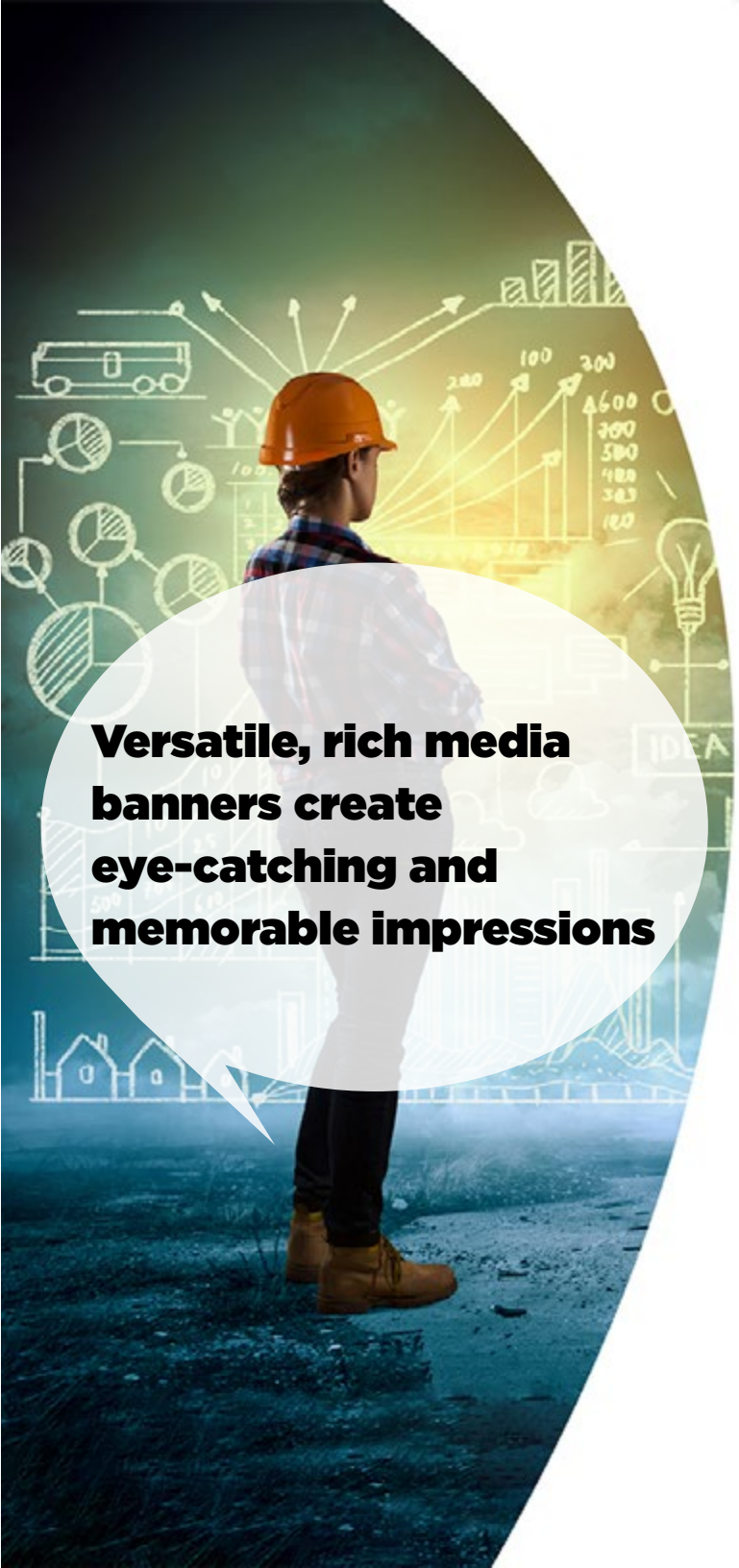
- Expansion of mobile-optimized website and video advertising capabilities.
- Enhancements to digital CSP experience, including launch of online forms.

Online Display Ads

Advertise in context with measurable results

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





Online Display Ads

Mechanical specifications

1. **FILE SIZE : up to 40 kb**

2. **SUGGESTED FILE FORMAT :**

   GIF, Animated GIF, HTML5, JPG, and PNG and 3rd Party Ad Serving. Custom formats on a case-by-case basis. Borders strongly suggested.

3. **ANIMATION :** Looping should not exceed 4x.

4. **TARGET URL :**

   May not exceed 200 characters or have more than one embedded (?) question mark.

No ad? No problem.

Our art department provides creative services at $125 per hour.

Digital Newsletter Advertising

Reach a highly-targeted Canadian audience within the ICI construction industry, guaranteed.

Align your business with the most powerful brand in construction news with a newsletter sponsorship advertising strategy. You'll get in front of industry thought leaders and influencers who are striving to stay ahead of the latest news and trends.

Daily Commercial News by ConstructConnect® | Journal of Commerce by ConstructConnect® | DesignX by ConstructConnect®

UNIT	WIDTH x HEIGHT (PIXELS)
Leaderboard	560 x 69
Big Box	264 x 220
Banner	960 x 240
Sponsored Article	Content Only

ADVERTISING RATES

1x$500

3x$400 (per issue)

6x$300 (per issue)

12x$250 (per issue)

Specifications

RICH MEDIA SUBMISSION

PNG or JPG format preferred. (GIF format is acceptable to retain transparency.)
All creative must be received by 5 business days before the scheduled mailout.

See Sponsored newletters and E-Blasts on page 12

Digital Newsletter Advertising

High-performing newsletters with regular distribution

Daily Commercial News by ConstructConnect® | Journal of Commerce by ConstructConnect®

Reaches **8,680+** Construction professionals weekly with national and local content.

Delivery Rate	97.20%			
Unique Open Rate*	24.20%	✓	17.30%	INDUSTRY AVERAGE
Unique Clickthrough*	6.56%	✓	1.50%	INDUSTRY AVERAGE

Source: MailChimp (up to Nov. 2019)

DesignX by ConstructConnect®

Reaches **10,150+** Canadian architects and engineers monthly.

Delivery Rate	97.60%			
Unique Open Rate*	23.50%	✓	17.30%	INDUSTRY AVERAGE
Unique Clickthrough*	2.93%	✓	1.5%	INDUSTRY AVERAGE

Source: MailChimp (up to Nov. 2019)

Digital Newsletter Sponsorships

Send the right message to the right audience, at the right time

Leverage the power of content email marketing, on a regional or national scale. With an exclusive newsletter sponsorship, you'll cut through the noise and gain the undivided attention of your target audience.

Daily Commercial News by ConstructConnect® | Journal of Commerce by ConstructConnect® | DesignX by ConstructConnect®

Deliver your brand's message to thousands of Construction professionals, regionally or nationally.

Delivery Rate	**99.65%**		
Unique Open Rate*	**26.63%**	✓ **17.30%**	**INDUSTRY AVERAGE**
Unique Clickthrough*	**1.67%**	✓ **1.4%**	**INDUSTRY AVERAGE**

* Based on average list size of 7,124 recipients

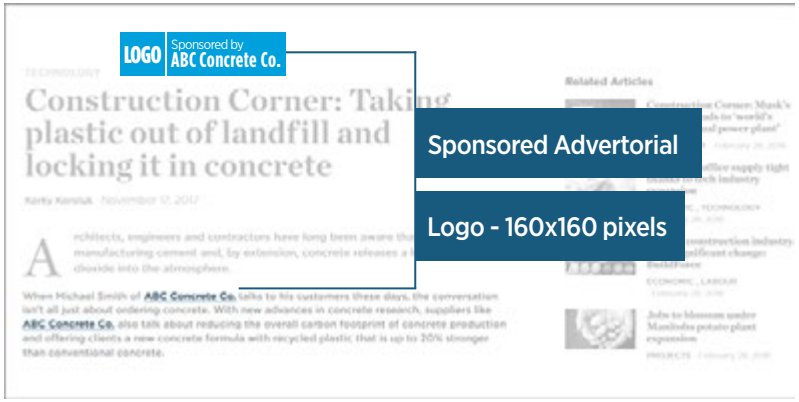
Source: MailChimp (up to Nov, 2019)

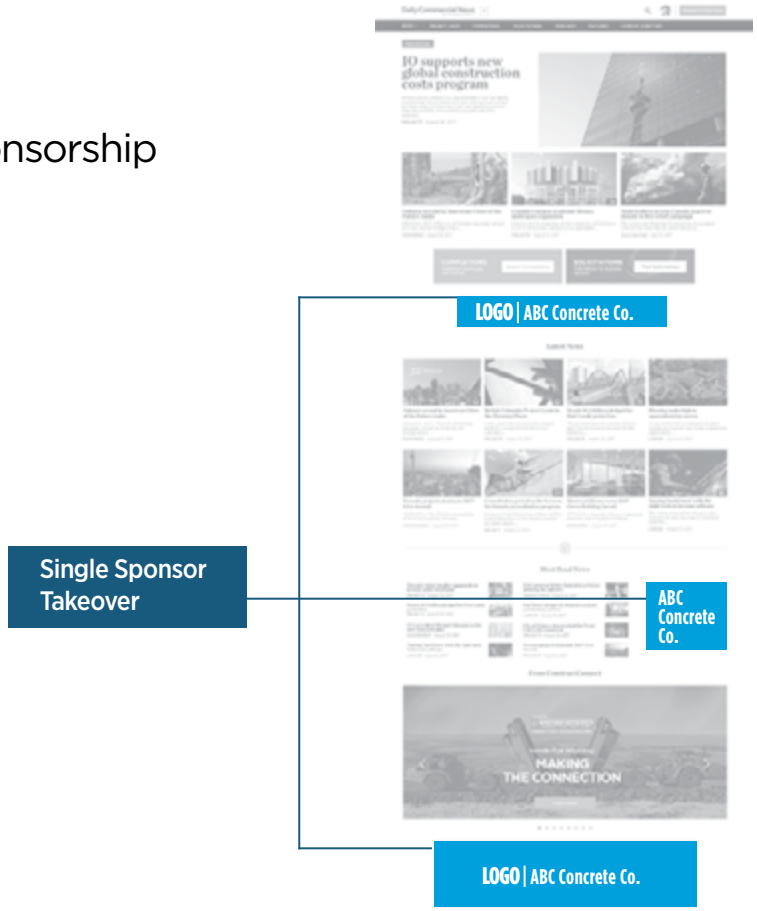
Online Content Sponsorships

Amp up your advertising strategy with a content sponsorship that grabs reader attention in an editorial setting.

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".





Single Sponsor Takeover

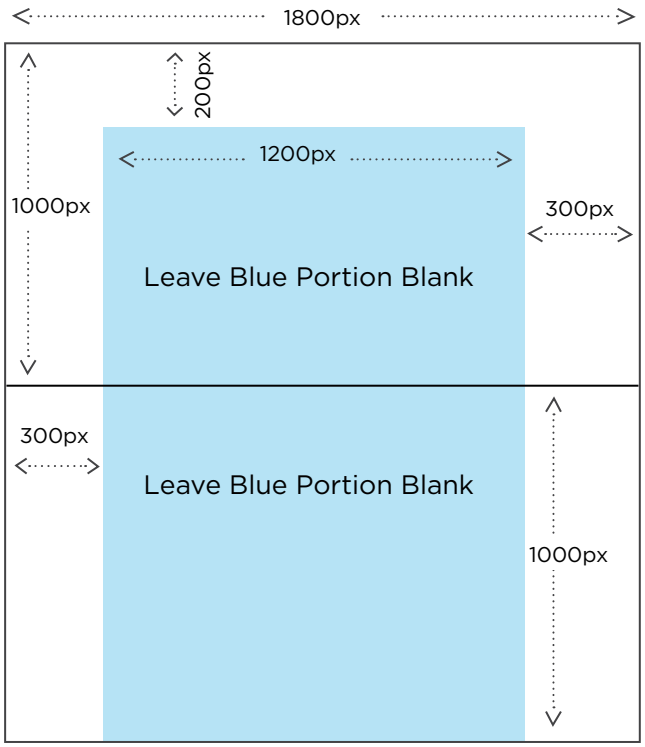
Display spaces on the home page and other high-traffic areas can be taken over by your branded visuals. This strategy is most effective when aligned with an event like a trade show, a product release, key legislation, or other big news.

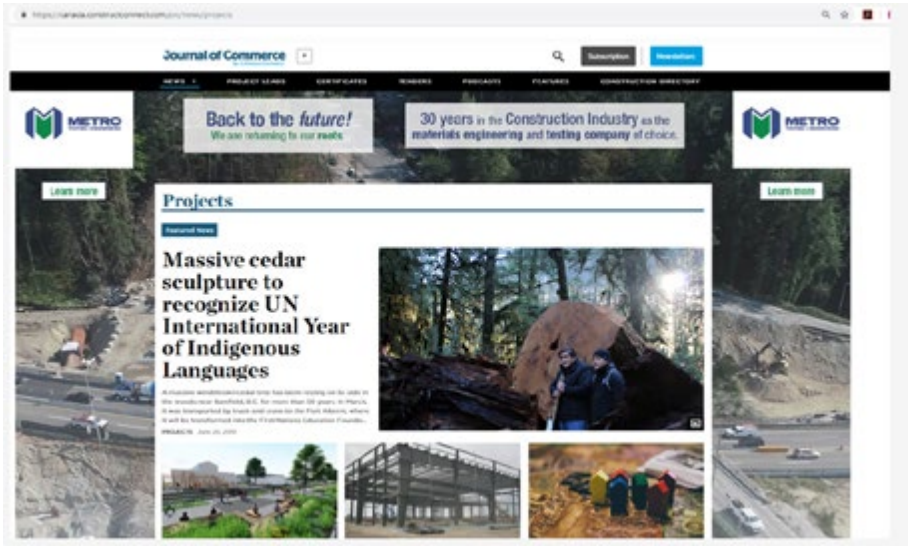
Website Wallpaper Sponsorship

Captivating background visuals that make for a high-impact statement

Make a bold statement with a wallpaper sponsorship that will capture the reader's full attention. This highly visual ad unit allows you to deliver your brand message in context with surrounding content on the homepage and other high-trafficked pages on the website.

Specifications





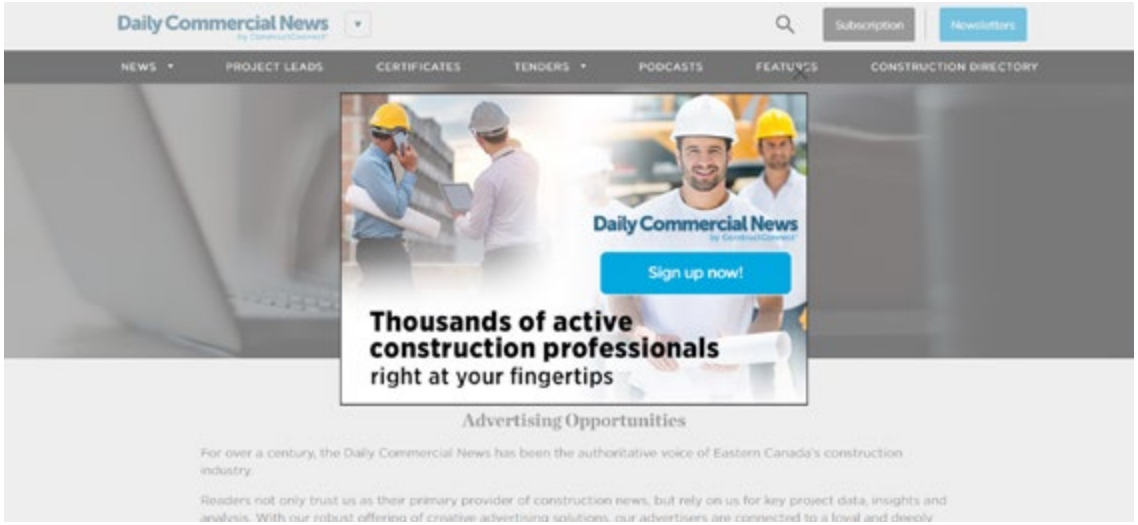
Website Ad Overlay

Focus the reader's attention the moment they land on the website

Eliminate competing noise and gain the undivided attention of your target audience by positioning your brand message front and centre on the page.

Specifications

- 600x400 (desktop)
- 300x200 (mobile)

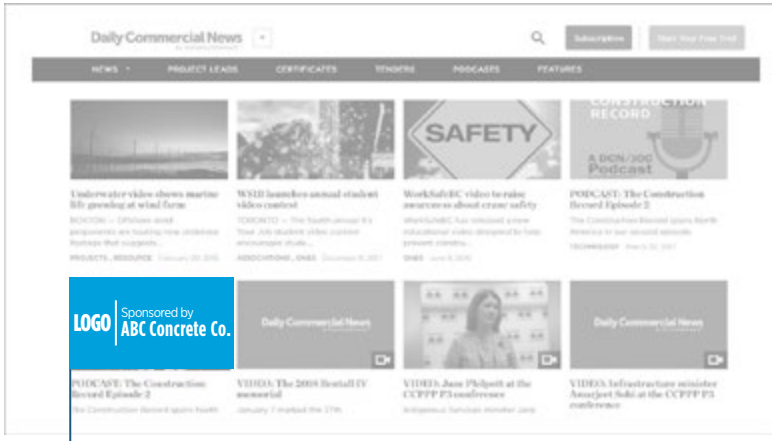


Media Sponsorships

Reach your target audience in new and engaging ways through a video sponsorship or podcast sponsorship.

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.



Podcast Sponsorship

Our Construction Record podcasts 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.

Construction Directory

Boost your exposure with a listing in our comprehensive Construction Directory, Canada's largest database of active industry professionals.

Basic Listing

- Company name
- Address
- Phone number
- Website

General Contractors

Guild Electric Limited

470 Midwest Road Toronto, ON M1P 4Y5

www.guildelectric.com

(416) 288-8222

Premium Listing

Maximize your exposure with special features, including:

- A customized profile page tailored to your specific business needs
- Your company logo to help increase brand recognition
- Top placement on the main results page and directory page to increase your exposure
- Visual enhancements such as photos, videos and documents for added interest
- Links to your company's social media pages to grow your audience

Custom profile page

Photos, videos, documents

Social Links

Print Ads

Traditional advertising opportunities

Our print newspaper offers targeted marketing opportunities in Eastern Canada through Daily Commercial News (DCN), published daily. Ask us about national ad strategies.

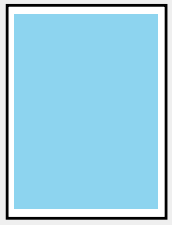
Daily Commercial News
by ConstructConnect®

As Canada's market leader, Daily Commercial News (DCN) reaches more readers than any other construction newspaper. Gain visibility and increase credibility by advertising in Ontario's construction news authority.

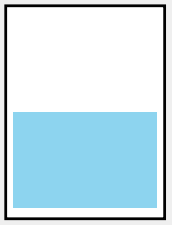
Print Ads Advertising sizes and specs

Daily Commercial News
by ConstructConnect®

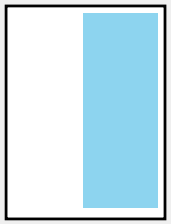
Daily Commercial News is published daily, Monday through Friday.



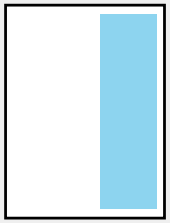
Tabloid Page
10-3/8" W x 14-5/16" H
263mm W x 364mm H
6 columns x 200 lines
1200 total lines



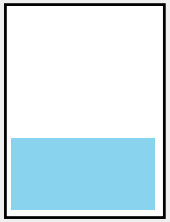
1/2 Tab (Horizontal)
10-3/8" W x 7-1/16" H
263mm W x 180mm H
6 columns x 99 lines
594 total lines



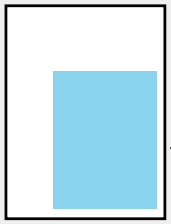
1/2 Tab (Vertical)
5-1/8" W x 14-5/16" H
130mm W x 364mm H
3 columns x 200 lines
600 total lines



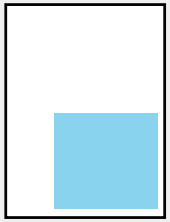
1/3 Tab (Vertical)
3-3/8" W x 14-5/16" H
85mm W x 364mm H
2 columns x 200 lines
400 total lines



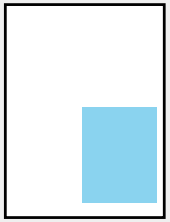
1/3 Tab (Horizontal)
10-3/8" W x 4-11/16" H
263mm W x 119mm H
6 columns x 66 lines
396 total lines



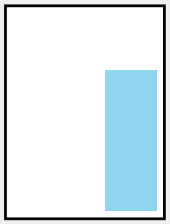
Magazine Page
6-7/8" W x 9-½" H
174mm W x 242mm H
4 columns x 133 lines
532 total lines



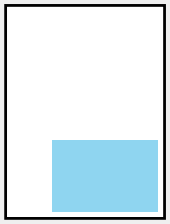
2/3 Page
6-7/8" W x 7-1/16" H
174mm W x 180mm H
4 columns x 99 lines
396 total lines



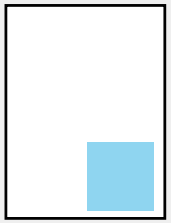
1/2 Page (Island)
5-1/8" W x 7-1/16" H
130mm W x 180mm H
3 columns x 99 lines
297 total lines



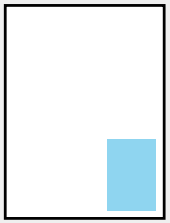
1/2 Page (Vertical)
3-3/8" W x 9-½" H
85mm W x 242mm H
2 columns x 133 lines
266 total lines



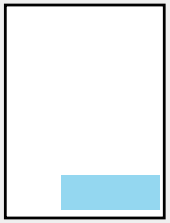
1/2 Page (Horizontal)
6-7/8" W x 4-11/16" H
174mm W x 119mm H
4 columns x 66 lines
264 total lines



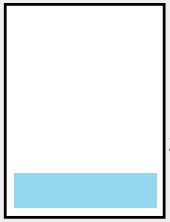
1/3 Page (Square)
5-1/8" W x 4-11/16" H
130mm W x 119mm H
3 columns x 66 lines
198 total lines



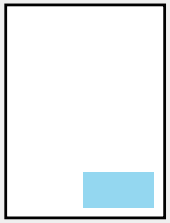
1/4 Page (Vertical)
3-3/8" W x 4-11/16" H
85mm W x 119mm H
2 columns x 66 lines
132 total lines



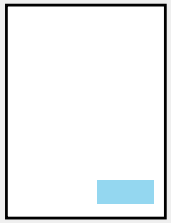
1/4 Page (Horizontal)
6-7/8" W x 2-¼" H
174mm W x 58mm H
4 columns x 32 lines
128 total lines



Banner
10-3/8" W x 2-¼" H
263mm W x 58mm H
6 columns x 32 lines
192 total lines



1/2 Banner
5 1/8" W x 1 ¾" H
130mm W x 44mm H
3 columns x 25 lines
75 total lines



Front Page Earlug
3" W x 1-½" H
76mm W x 38mm H
2 columns x 21 lines
42 total lines

Contact your advertising executive to find out more about additional advertising options.

Print Ads

Mechanical specifications

1. **KIND OF PRINTING: WEB OFFSET**
2. **PUBLICATION TRIM SIZE: 11-1/2” WIDE X 16” DEEP**
3. **PAPER STOCK: Premium 80**
4. **SUPPLIED INSERTS: RATES, QUANTITY AND SPECIFICATIONS ON REQUEST.**
   Please contact the sales department for details.
5. **ELECTRONIC SUBMISSION OF ADVERTISEMENTS:**
   - Final ad material is accepted (in order of format preference) in PDF, InDesign, Illustrator, Photoshop, CC.
   - For InDesign files, graphic elements should be submitted in TIF, JPEG or EPS formats at a minimum resolution of 300 dpi. Fonts should be included with the electronic file submitted.
   - For colour ads, ensure that all elements are in CMYK, not RGB. For black and white ads, ensure that all elements are in the black colour channel only. A copy of the ad's final appearance should be submitted by fax or PDF for reference only.
6. **ELECTRONIC SUBMISSION OF AD MATERIAL COMPONENTS:**
   - Text for any material should be supplied in Microsoft Word or text (RTF) format.
   - Graphics (i.e. logos and/or images) should be submitted separately as attachments in TIF, JPEG or EPS formats at a minimum resolution of 300 dpi to ensure good print quality. Illustrator Vector AI/EPS is preferred for logos.
   - The covering email message should state the program and version used to create the file, and the contact name and telephone number for the creator of the files.
   - Send to: canadacreative@constructconnect.com
   - Production fees may apply.

Our editorial supplements enable you to reach key decision-makers in every aspect of the construction industry

Daily Commercial News
by ConstructConnect®

2020 Editorial Line-up

Plan your advertising strategy to align with the topics in our editorial calendar that strongly relate to your business, products, or services.

January
- Occupational Health & Safety

February
- Sewer & Watermain/Water & Wastewater

March
- Mechanical & Electrical Contracting

April
- Demolition

May
- Construction Directory, Bi-Annual
- Road Building & Heavy Equipment

June
- Women in Construction

July
- Concrete & Masonry

August
- Industry Innovations

September
- Steel

October
- Construction's Most In-Demand Careers

November
- P3 Reporter
- Construction Directory, Bi-Annual

December
- Skills Training & Continuing Education

Editorial calendar subject to change. Please contact us for advertising deadlines.

Contact Us

Journal of Commerce
by ConstructConnect®

Western Canada

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F +1 (604) 433-9549
E salescanada@constructconnect.com
www.journalofcommerce.com

Daily Commercial News
by ConstructConnect®

Eastern Canada

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