

# 2026 CASA Media Kit



## 2026 ADVERTISING OPPORTUNITIES

CASAnotes Magazines  
Digital FlipBook  
“QR” e-newsletters  
[www.casa-firesprinkler.org](http://www.casa-firesprinkler.org)



### ADVERTISERS / MEDIA PLANNERS:

Don't miss out, it's time to plan ahead! There is no better way to reach the Canadian Fire Sprinkler Industry than through the pages of CASAnotes, Canada's premier fire sprinkler industry trade publication. Established in 1983, our quarterly magazine provides up to date context, analysis and understanding of current trends, companies and issues that continue to shape our industry today.

CASAnotes readers are informed through the engaging stories, reports and trusted opinions that help to explain labour trends in the construction marketplace today in Canada. Our targetted audience is made up of more than 80% of the contractors, engineers, manufacturers, suppliers, fabricators, fire service personnel, AHJ's, libraries and others throughout Canada. Delivering valuable information has always been our goal.

Keep current on the latest Fire Sprinkler Industry news in the “What's NEW Section” of CASAnotes. This section covers people as well as new products and business updates that you want to share with our industry, and is at no charge to “YOU” our Members and Advertisers.

Digital CASAnotes is available on multiple electronic platforms and provides all users active links and immediate access to information, new technology and services that “YOU” our Advertisers have to offer, quickly and on the spot!

**“QR” Banner Ads:** Place your Ad's in our “QR” e-newsletters. CASA will be sending out 6 blasts throughout 2026 as per the schedule at the bottom of page 6 on the “QR” Contract. Just one more way for you to promote your company and products to those who matter most.

Showcase your company and products by advertising in 2026 CASAnotes and “QR” e-newsletters.

*Debbie Tomasic*  
CASAnotes Editor  
Canadian Automatic Sprinkler Association  
[dtomasic@casa-firesprinkler.org](mailto:dtomasic@casa-firesprinkler.org)

**CASA** notes



<u>Ad Sizes   4 Colour</u>	<u>By 1</u>	<u>By 3</u>	<u>By 4</u>
<b>Double Page Spread</b>	\$3,639.21	\$3,168.64	\$2,927.57
+ 13% HST	\$ 473.10	\$ 411.92	\$ 380.58
Total	\$4,112.31	\$3,580.56	\$3,308.15
<b>Full Page</b>	\$2,425.70	\$2,111.74	\$1,870.67
+ 13% HST	\$ 315.34	\$ 274.53	\$ 243.19
Total	\$2,741.04	\$2,386.27	\$2,113.86
<b>½ Page horizontal, Island Vertical</b>	\$1,244.28	\$1,077.33	\$ 954.40
+ 13% HST	\$ 161.76	\$ 140.05	\$ 124.07
Total	\$1,406.04	\$1,217.38	\$1,078.47
<b>½ Page square, Vertical</b>	\$ 933.22	\$ 808.00	\$ 715.81
+ 13% HST	\$ 121.32	\$ 105.04	\$ 93.05
Total	\$1,054.54	\$ 913.04	\$ 808.86
<b>¼ Page square, Vertical</b>	\$ 622.14	\$ 538.68	\$ 477.22
+ 13% HST	\$ 80.88	\$ 70.03	\$ 62.04
Total	\$ 703.02	\$ 608.71	\$ 539.26
<u>Ad Sizes   2 Colour/BW</u>	<u>By 1</u>	<u>By 3</u>	<u>By 4</u>
<b>Full Page</b>	\$1,697.56	\$1,478.21	\$1,309.44
+ 13% HST	\$ 220.68	\$ 192.17	\$ 170.23
Total	\$1,918.24	\$1,670.38	\$1,479.67
<b>½ Page horizontal, Island Vertical</b>	\$ 762.04	\$ 736.92	\$ 639.10
+ 13% HST	\$ 99.07	\$ 95.80	\$ 83.08
Total	\$ 861.11	\$ 832.72	\$ 722.18

**NOTE:**

*Members Only Prices Listed. Non-members please Add 20% to the Base Price.*

## CASAnotes Advertising Deadlines

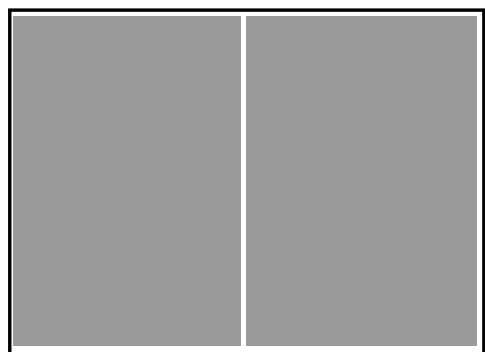
**Materials Due:**

January 2, 2026  
April 1, 2026  
July 1, 2026  
October 1, 2026

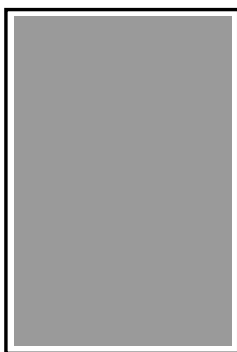
**Issue Date:**

February 2026  
May 2026  
August 2026  
November 2026

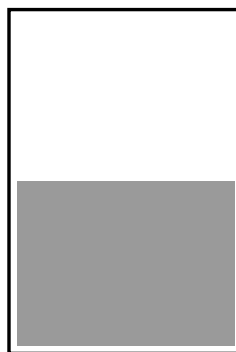
# Creative Executions:



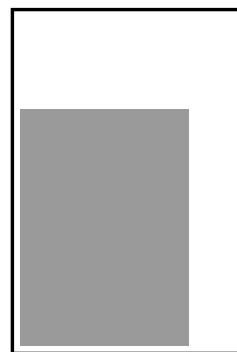
A



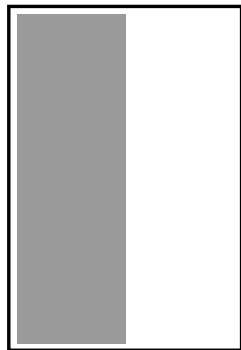
B



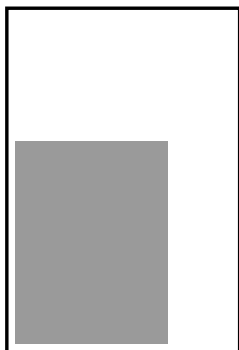
C



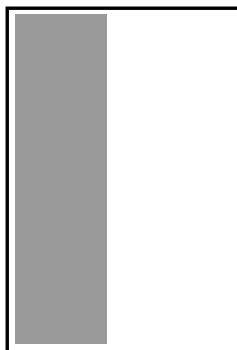
D



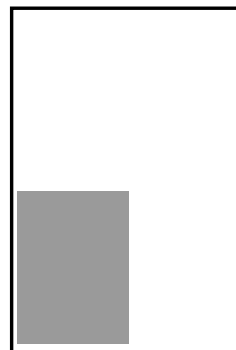
E



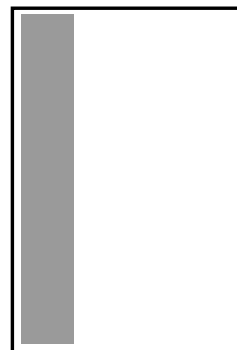
F



G



H



I

Size	Trim Size (W x H)	Live Area (W x H)
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A	2 page spread	17" x 11"	16" x 10"
B	Full page	8½" x 11"	7½" x 10"

Size	Width	Height
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C	½ page horizontal	7½"	5"
D	½ page island	5"	7½"
E	½ page vertical	3¾"	10"
F	⅓ page square	4⅜"	6⅛"
G	⅓ page vertical	2½"	10"
H	¼ page square	3¾"	4¾"
I	¼ page vertical	1⅞"	10"

**NOTE:**  
Allow for 3/16" bleed  
beyond the trim  
of each page

## Required Material

Digital files are to be emailed to: [dtomasic@casa-firesprinkler.org](mailto:dtomasic@casa-firesprinkler.org)

## Preferred Ad File Formats (in order of preference)

Quark, Illustrator, Photoshop, InDesign, Acrobat, PDF

## Total Density

150 line screen or less

## Binding

Saddle Stitch

## Annual Conference Program Guide

Program Guide details will be sent out separately for 2026 Conference Program Ads in the new year.

## Email and Mailing Instructions

Ads can be emailed directly to our designer at:

[marisam@thistleprinting.com](mailto:marisam@thistleprinting.com) and should also be sent to [dtomasic@casa-firesprinkler.org](mailto:dtomasic@casa-firesprinkler.org)

### **Mailing address:**

Debbie Tomasic, CASAnotes Editor  
Canadian Automatic Sprinkler Association  
315 Renfrew Drive, Suite 302  
Markham, ON L3R 9S7

## Announcements

“What’s New” product announcements, corporate news, etc. should be emailed along with a digital photo to:  
[dtomasic@casa-firesprinkler.org](mailto:dtomasic@casa-firesprinkler.org).

## Reserving Ad Space

Ad space is available on a first-come, first-served basis.  
Requests for specific page placement of advertisements can be guaranteed.

## Payment

CASA will email invoices for ad placements around the time the magazine goes to print.

## US/Canadian Exchange Rate

The US/Canadian exchange rate is reflective of daily market fluctuations. Please pay in Canadian Funds or contact CASA to arrange for the exchange rate of the day of invoicing to be used by our accounting department.

## Agency Commission

The prices for advertisements in CASAnotes DO NOT allow for agency commission.

## Second Colour

The second colour of the magazine is red. All 2 colour advertisements will appear with this colour.

## Inserts

Black and white page rates apply.

## Miscellaneous

Ads must relate to the fire sprinkler industry. CASA reserves the right to reject ads deemed unsuitable.  
Publisher is not responsible for typographical errors, omission of copy, or misrepresentation of copy in ads.  
Publisher is not liable for delays in delivery and/or non-delivery in any event, or act of God, or any condition beyond our control.

## 2026 CONTRACT - Ad's in CASAnotes

### ADVERTISING COMPANY

CONTACT: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ PROV./STATE: \_\_\_\_\_

POSTAL CODE/ZIP: \_\_\_\_\_ TEL: \_\_\_\_\_

FAX: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

### AGENCY INFORMATION (if applicable)

CONTACT: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ PROV./STATE: \_\_\_\_\_

POSTAL CODE/ZIP: \_\_\_\_\_ TEL: \_\_\_\_\_

FAX: \_\_\_\_\_ E-MAIL: \_\_\_\_\_

The undersigned agrees to place the following number of ad(s) in 2026 CASAnotes magazines:

(Please circle # of issues): **1, 2, 3, 4**

(Ad size from page 3 - Creative Solutions): \_\_\_\_\_

Desired Issue(s): \_\_\_\_\_ **February**  
\_\_\_\_\_ **May**  
\_\_\_\_\_ **August**  
\_\_\_\_\_ **November**

Debbie Tomasic, CASAnotes Editor

**Canadian Automatic Sprinkler Association**

315 Renfrew Drive, Suite 302

Markham, Ontario L3R 9S7

Tel: (905) 477-2270 Fax: (905) 477-3611

[dtomasic@casa-firesprinkler.org](mailto:dtomasic@casa-firesprinkler.org)

[www.casa-firesprinkler.org](http://www.casa-firesprinkler.org)

\_\_\_\_\_  
Your Signature

\_\_\_\_\_  
Date



# QUICK RESPONSE

THE ELECTRONIC NEWSLETTER OF THE CANADIAN AUTOMATIC SPRINKLER ASSOCIATION  
"To enhance the level of life safety and property conservation from the effects of fire through the use of fire sprinklers"

**ADVERTISE  
HERE**

**240 x 400 pixels**

6x	3x	1x
<b>\$350</b>	<b>\$390</b>	<b>\$440</b>
+HST	+HST	+HST



**"QR" e-newsletters**  
**PROMOTE YOUR COMPANY  
TO A CAPTIVE AUDIENCE**

**- 2026 "QR" CONTRACT -**

**ADVERTISE  
HERE**

**160 x 600 pixels**

6x	3x	1x
<b>\$250</b>	<b>\$290</b>	<b>\$340</b>
+HST	+HST	+HST



**COMPANY:** \_\_\_\_\_

**Contact:** \_\_\_\_\_

**Tel:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Please Indicate Ad Selection:**

**# of Ads** \_\_\_\_\_

**Ad Size** \_\_\_\_\_ **x** \_\_\_\_\_ **Pixels**

**Rate Per Ad \$** \_\_\_\_\_ *(13% HST will be added)*

**NOTE: NON-MEMBERS: Please Add 20% to the Base Price.**

**"QR" e-newsletters:**

**January**

**March**

**April**

**September**

**October**

**November**

**DEADLINE for "QR" Ads:**

**Due by: Jan. 15th**

**Due by: Mar. 15th**

**Due by: Apr. 15th**

**Due by: Sept. 15th**

**Due by: Oct. 15th**

**Due by: Nov. 15th**

*Email "QR" ads in .JPG format by the above "Deadline" to: [dtomasic@casa-firesprinkler.org](mailto:dtomasic@casa-firesprinkler.org)*