Canadian Automatic Sprinkler Association
Fire Sprinklers Save Lives

2027 CASA MEDIA KIT

ADVERTISING OPPORTUNITIES:

CASAnotes Magazine & Digital Flipbook (pg. 3 – 5)

“QR” E-newsletters (pg. 6 – 7)

www.casa-firesprinkler.org/casa-notes

Reach the Canadian fire sprinkler industry through print, digital and e-newsletter channels.

Why Advertise with CASA?

Put your brand in front of the people who matter most. CASA advertising connects your company with a highly engaged audience of fire sprinkler professionals, manufacturers, suppliers, contractors, engineers and industry leaders across Canada. With trusted industry publications and digital communication channels, CASA gives you multiple opportunities to build awareness, showcase your products and stay top of mind.

YOUR ADVERTISING ADVANTAGE

TARGETED AUDIENCE	Reach the Canadian fire sprinkler industry directly! Your message reaches a specialized audience of decision-makers and professionals who work in the fire protection and sprinkler industry. CASA's audience includes contractors, manufacturers, suppliers, engineers, designers and other industry professionals.
MULTIPLE TOUCHPOINTS	Build visibility throughout the year! CASAnotes magazine, its digital flipbook and the Quick Response (QR) e-newsletter are strategically delivered into the hands and inboxes of professionals in the fire protection and the sprinkler industry.
INDUSTRY CREDIBILITY	Advertise alongside a trusted industry association! CASA is a recognized voice for Canada's fire sprinkler industry. Advertising with CASA places your company alongside trusted industry content, events and information—helping reinforce your brand's credibility and visibility.
CASAnotes WHAT'S NEW - article series	Share your company's news! CASA members can submit company announcements, product updates and people news for free editorial consideration in What's New. See page 4 for submission guidelines.

BE SEEN. BE REMEMBERED. BE PART OF THE CONVERSATION.

Connect your brand with Canada's fire sprinkler industry through CASA advertising opportunities.

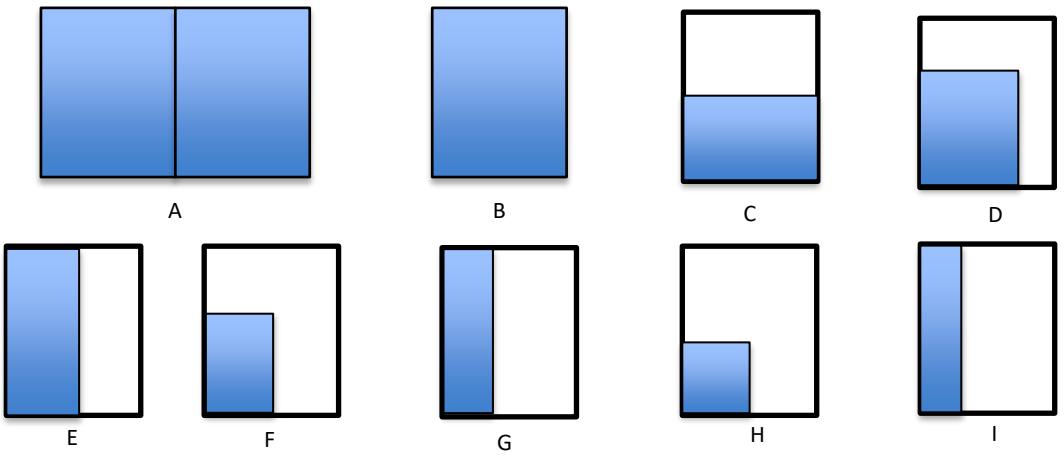
ADVERTISING & SUBMISSION INFORMATION

Ad reservations: Advertising space is available on a first-come, first–serve basis. Specific page placements cannot be guaranteed.

Billing: Advertiser may choose to receive an invoice for each issue or one invoice for all selected 2027 placements. Invoices are issued in Canadian dollars unless CASA approves another currency in advance.

How to book: Complete and sign the applicable advertising contract on page 5 and/or 7, then email it to **tbiro@casa-firesprinkler.org**. Submit your artwork separately by the applicable materials deadline. For QR ads, include the destination website or webpage URL.

Ad Specifications & Rates



AD SIZES

Ref.	Ad Format	Trim Size*	Live Area*
A	2-page spread	17” × 11”	16” × 10”
B	Full page	8½” × 11”	7½” × 10”
C	½ page horizontal	7½” × 5”	7½” × 5”
D	½ page island	5” × 7½”	5” × 7½”
E	½ page vertical	3¾” × 10”	3¾” × 10”
F	⅓ page square	4⅜” × 6⅛”	4⅜” × 6⅛”
G	⅓ page vertical	2½” × 10”	2½” × 10”
H	¼ page square	3¾” × 4¾”	3¾” × 4¾”
I	¼ page vertical	1⅞” × 10”	1⅞” × 10”

*All dimensions are width x height

Artwork files
Supply a print-ready PDF or contact CASA about Illustrator, Photoshop or InDesign files

Bleed
For ads that extend to the page edge, allow 3/16” bleed beyond each trim edge.

All advertisements should be supplied as print-ready digital files.

MEMBER ADVERTISING RATES

AD SIZE	1 ISSUE	3 ISSUES	4 ISSUES
Double Page Spread	$3,748.39	$3,263.70	$3,015.40
Full Page	$2,498.47	$2,175.09	$1,926.79
½ Page – Horizontal / Island / Vertical	$1,281.61	$1,109.65	$983.03
⅓ Page – Square / Vertical	$961.22	$832.24	$737.28
¼ Page – Square / Vertical	$640.80	$554.84	$491.54

Rates are per issue, in Canadian dollars, before HST.
Non-members add 20% to base price
For bookings not listed above, please contact CASA for a quote.

Schedule & Ad Deadlines

2027 CASAnotes SCHEDULE & MATERIAL DEADLINES

MATERIAL DUE	ISSUE
February 2, 2027	March 2027
May 1, 2027	June 2027
September 1, 2027	October 2027
November 1, 2027	December 2027

What's New – Article Series

What's New – Free Member Editorial - Deadline and Specifications

Have news to share?
CASA members can submit company, people, product or industry news for consideration in What's New. Share appointments, awards, milestones, new products or other industry developments.

Submission guidelines:
Length: 300 – 500 words, supplied as a text-only Word document.
Images: Attach high-resolution photos and graphics as separate files.
Deadline: Follow the CASAnotes materials deadlines above. Contact Traeanna about any exceptions.
Send To: Traeanna Biro – tbiro@casa-firesprinkler.org

*Submissions must be editorial news rather than advertising. CASA may edit for length, clarity and space. Publication is subject to editorial approval.

NEW for 2027
Book advertising in all four 2027 CASAnotes issues and receive one complimentary QR e-newsletter ad.
Subject to space availability and CASA's approval of ad content. Preferred QR issue cannot be guaranteed.

Reservations and submissions: tbiro@casa-firesprinkler.org

2027 CASAnotes Advertising Contract

ADVERTISER / BILLING DETAILS

Contact
_____

Company
_____

Address
_____

City / Province / State
_____

Postal Code / ZIP
_____

Telephone
_____

Email
_____

Billing preferences – Select one:
☐ One invoice for all selected 2027 placements
☐ Invoice separately for each issue

CONTACT INFORMATION

Contact – Billing
_____

Email and Phone Number:
_____

Contact – Ad Creator
_____

Email and Phone Number:
_____

Contact – Other
_____

Email and Phone Number:
_____

ADVERTISING SELECTION - CASAnotes

Number of issues
☐ 1 ☐ 2 ☐ 3 ☐ 4

Ad format / reference (A-I)
_____

Desired issue(s)
☐ March ☐ June ☐ October ☐ December

Rate per issue (before HST)
$_____

☐ Request complimentary QR ad*
Preferred month if available: ☐ February ☐ April ☐ May ☐ August ☐ October ☐ December

*With 4 CASAnotes ads. Subject to availability and editorial approval.

Authorized Signature: _____ Date: _____

Please Return to: tbiro@casa-firesprinkler.org

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"

Quick Response (QR) E-Newsletter

A fresh look. A direct connection.
CASA's Quick Response (QR) e-newsletter is getting a refresh in 2027! Delivered directly to readers' inboxes six times a year, QR keeps the fire sprinkler industry connected with relevant national and provincial news, updates on codes and technology, and details on regional meetings, events and more.

Why advertise in QR?
Put your brand alongside timely industry updates and reach a targeted audience directly through their email. Each ad includes a clickable link to the website or webpage of your choice, making it easy for readers to explore your products and services. QR is an effective way to drive traffic to your website and keep your business top of mind throughout the year.

"QR" E-newsletter Advertising Rates

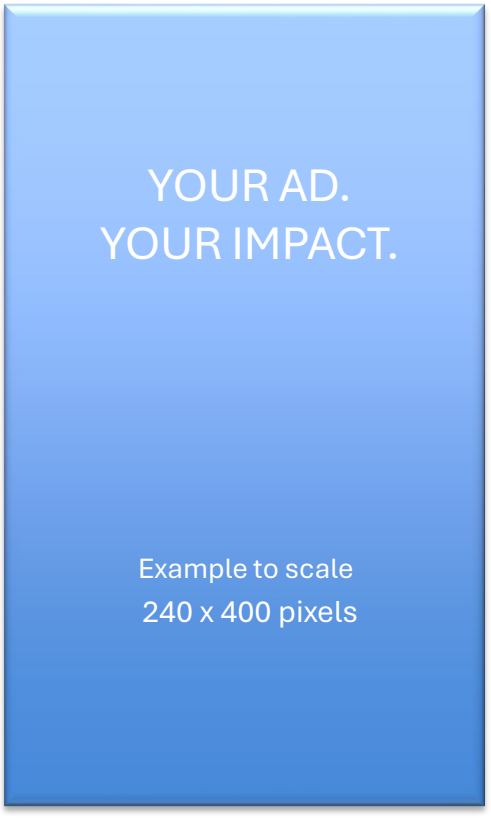
2027 MEMBER ADVERTISING SIZE & RATES

AD SIZE	1 ISSUE	3 ISSUES	6 ISSUES
240 pixels wide × 400 pixels high	$453.20	$401.70	$360.50

Rates are per issue, in Canadian dollars, before HST.
Non-members add 20% to base price
For bookings not listed above, please contact CASA for a quote.

Submit a JPEG at 240 x 400 pixels and include the destination website URL so readers can click directly to your business.

NEW for 2027
Book advertising in all four 2027 CASAnotes issues and receive one complimentary QR e-newsletter ad.
Subject to space availability and CASA's approval of ad content. Preferred QR issue cannot be guaranteed.



QR Advertising: Deadlines & Contract

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"

2027 "QR" SCHEDULE & MATERIAL DEADLINES

AD DUE	ISSUE
January 15, 2027	February
March 15, 2027	April
April 15, 2027	May
July 15, 2027	August
September 15, 2027	October
November 15, 2027	December

ADVERTISER / BILLING DETAILS

Contact
_____

Company
_____

Address
_____

City / Province / State
_____

Postal Code / ZIP
_____

Telephone
_____

Email
_____

Billing preferences – Select one:
☐ One invoice for all selected 2027 placements
☐ Invoice separately for each issue

CONTACT INFORMATION

Contact – Billing
_____

Email and Phone Number:
_____

Contact – Ad Creator
_____

Email and Phone Number:
_____

Contact – Other
_____

Email and Phone Number:
_____

ADVERTISING SELECTION – QR Newsletter

Number of issues
☐ 1 ☐ 2 ☐ 3 ☐ 4 ☐ 5 ☐ 6

Desired issue(s)
☐ February ☐ April ☐ May
☐ August ☐ October ☐ December

QR ad: 240 x 400 pixels
Rate per issue (before HST)
$_____

Authorized Signature: _____ Date: _____

Please Return to: tbiro@casa-firesprinkler.org