

2026 CASA Media Kit



2026 ADVERTISING OPPORTUNITIES

CASAnotes Magazines
Digital FlipBook
“QR” e-newsletters

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

CASA notes



<u>Ad Sizes 4 Colour</u>	<u>By 1</u>	<u>By 3</u>	<u>By 4</u>
Double Page Spread	\$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
Full Page	\$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
½ Page horizontal, Island Vertical	\$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
½ Page square, Vertical	\$ 933.22	\$ 808.00	\$ 715.81
+ 13% HST	\$ 121.32	\$ 105.04	\$ 93.05
Total	\$1,054.54	\$ 913.04	\$ 808.86
¼ Page square, Vertical	\$ 622.14	\$ 538.68	\$ 477.22
+ 13% HST	\$ 80.88	\$ 70.03	\$ 62.04
Total	\$ 689.23	\$ 596.78	\$ 539.26
<u>Ad Sizes 2 Colour/BW</u>	<u>By 1</u>	<u>By 3</u>	<u>By 4</u>
Full Page	\$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
½ Page horizontal, Island Vertical	\$ 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

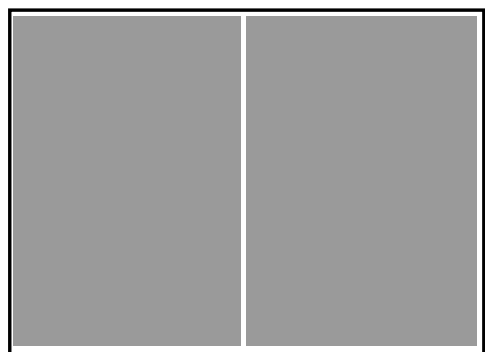
Materials Due:

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

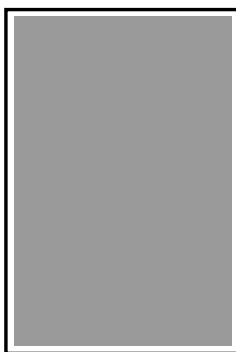
Issue Date:

February 2026
May 2026
August 2026
November 2026

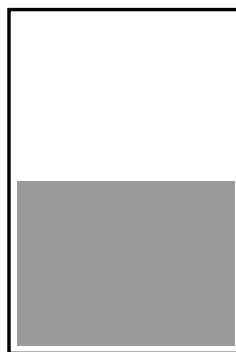
Creative Executions:



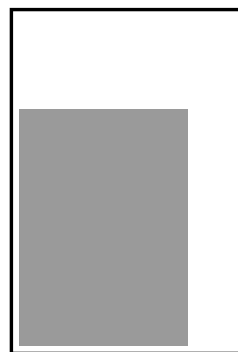
A



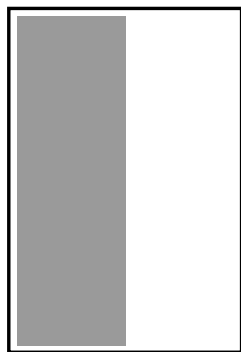
B



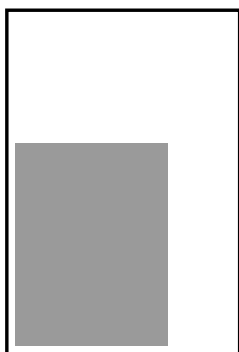
C



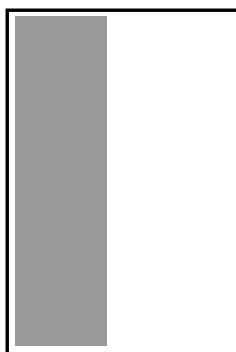
D



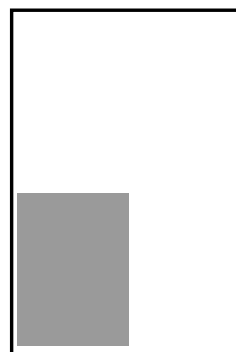
E



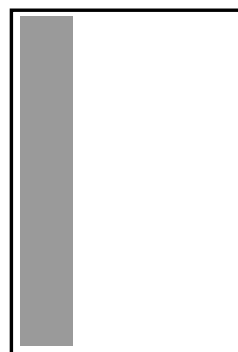
F



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

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 and should also be sent to 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.

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

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
\$350	\$390	\$440
+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
\$250	\$290	\$340
+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