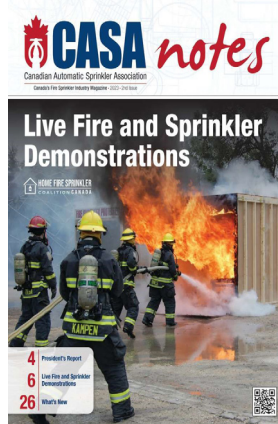
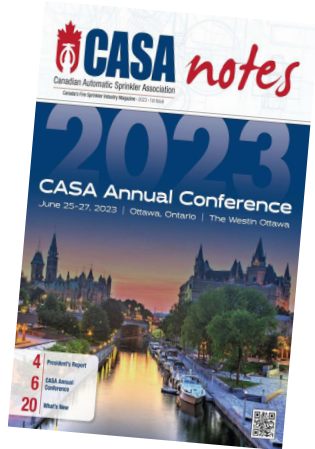


# 2024 CASA Media Kit

## ADVERTISING OPPORTUNITIES

CASAnotes Magazines / Digital FlipBook, “QR” e-Newsletters

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



### Advertisers / Media Planners:

**CASAnotes** is 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 kept up to date through engaging 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 in our industry.

Digital CASAnotes is available on multiple electronic platforms and provides all users immediate access to information, new technology and services that “YOU” our Advertisers have to offer. Keep your company and products on the minds of those who matter most!

**“What's NEW Section”:** Update our industry with new products and business announcements.

**“What's OLD Section”:** Provide OLD product pictures or history news for all to enjoy.

Both of the above sections are at no charge to “YOU” our Members and Advertisers.

**“QR” Banner Ads:** Place your Ad's in our 6 QR e-newsletter blasts in 2024 (see schedule page 6).

It's time to stand out by making CASAnotes and/or “QR” your advertising choices for 2024.

Debbie Tomasic  
CASAnotes Editor  
Canadian Automatic Sprinkler Association

**CASA** notes



**QUICK**  
RESPONSE

| <u>Ad Sizes   4 Colour</u>                    | <u>By 1</u>      | <u>By 3</u>      | <u>By 4</u>      |
|---|------------------|------------------|------------------|
| <b>Double Page Spread</b>                     | \$3,463.93       | \$3,016.03       | \$2,786.57       |
| + 13% HST                                     | <u>\$ 450.31</u> | <u>\$ 392.08</u> | <u>\$ 362.25</u> |
| Total   | \$3,914.24       | \$3,408.11       | \$3,148.82       |
| <b>Full Page</b>                              | \$2,308.87       | \$2,010.03       | \$1,780.57       |
| + 13% HST                                     | <u>\$ 300.15</u> | <u>\$ 261.30</u> | <u>\$ 231.47</u> |
| Total   | \$2,609.02       | \$2,271.33       | \$2,012.04       |
| <b>½ Page horizontal,<br/>Island Vertical</b> | \$1,184.35       | \$1,025.45       | \$ 908.44        |
| + 13% HST                                     | <u>\$ 153.97</u> | <u>\$ 133.31</u> | <u>\$ 118.10</u> |
| Total   | \$1,338.32       | \$1,158.76       | \$1,026.54       |
| <b>¼ Page square,<br/>Vertical</b>            | \$ 888.27        | \$ 769.09        | \$ 681.33        |
| + 13% HST                                     | <u>\$ 115.48</u> | <u>\$ 99.98</u>  | <u>\$ 88.57</u>  |
| Total   | \$1,003.75       | \$ 869.07        | \$ 769.90        |
| <b>¼ Page square,<br/>Vertical</b>            | \$ 592.17        | \$ 512.74        | \$ 454.23        |
| + 13% HST                                     | <u>\$ 76.98</u>  | <u>\$ 66.66</u>  | <u>\$ 59.05</u>  |
| Total   | \$ 669.15        | \$ 579.40        | \$ 513.28        |
| <br><u>Ad Sizes   2 Colour/BW</u>             | <br><u>By 1</u>  | <br><u>By 3</u>  | <br><u>By 4</u>  |
| <b>Full Page</b>                              | \$1,615.80       | \$1,407.02       | \$1,246.37       |
| + 13% HST                                     | <u>\$ 210.05</u> | <u>\$ 182.91</u> | <u>\$ 162.03</u> |
| Total   | \$1,825.85       | \$1,589.93       | \$1,408.40       |
| <b>½ Page horizontal,<br/>Island Vertical</b> | \$ 725.34        | \$ 701.43        | \$ 608.32        |
| + 13% HST                                     | <u>\$ 94.29</u>  | <u>\$ 91.19</u>  | <u>\$ 79.08</u>  |
| Total   | \$ 819.63        | \$ 792.62        | \$ 687.40        |

## NOTE:

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

## CASAnotes Advertising Deadlines

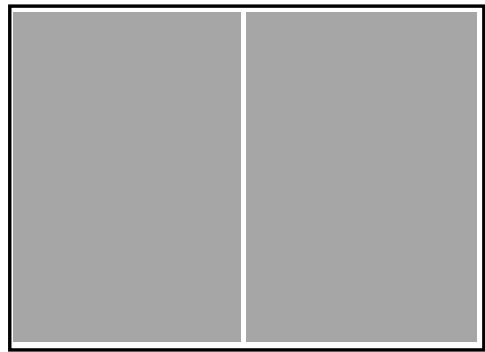
### Materials Due:

January 2, 2024  
 April 1, 2024  
 July 1, 2024  
 October 1, 2024

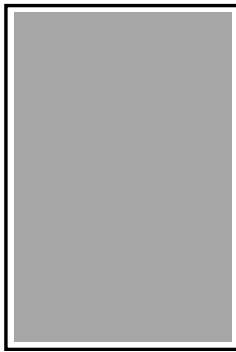
### Issue Date:

February 2024  
 May 2024  
 August 2024  
 November 2024

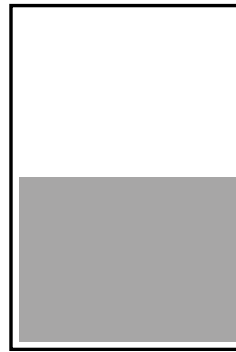
# Creative Executions:



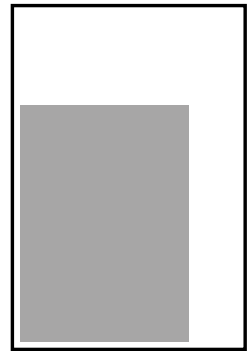
A



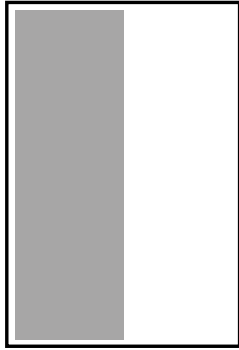
B



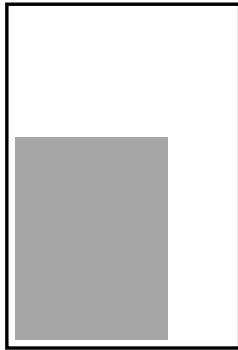
C



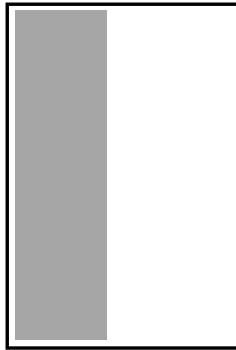
D



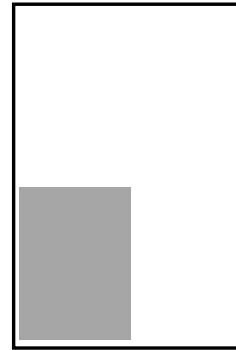
E



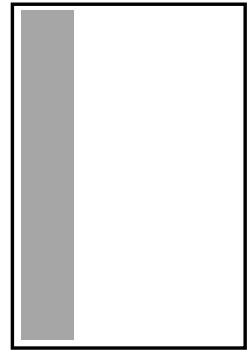
F



G



H



I

| Size | Trim Size<br>(W x H) | Live Area<br>(W x H) |
|------|----------------------|----------------------|
|------|----------------------|----------------------|

|   |               |           |           |
|---|---------------|-----------|-----------|
| A | 2 page spread | 17" x 11" | 16" x 10" |
| B | Full page     | 8½" x 11" | 7½" x 10" |

| Size | Width | Height |
|------|-------|--------|
|------|-------|--------|

|   |                   |     |     |
|---|-------------------|-----|-----|
| 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 2024 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” *and/or* “What’s Old” section product announcements, corporate news, etc. should be emailed along with digital photo’s 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 invoice 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.

# - 2024 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 2024 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    |
| \$330 | \$370 | \$420 |
| +HST  | +HST  | +HST  |



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

**- 2024 Contract -  
Same Advertising Rates**

## ADVERTISE HERE

**160 x 600 pixels**

|       |       |       |
|-------|-------|-------|
| 6x    | 3x    | 1x    |
| \$230 | \$270 | \$320 |
| +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 : Jan. 15th

Due : Mar. 15th

Due : Apr. 15th

Due : Sept. 15th

Due : Oct. 15th

Due : Nov. 15th

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