



Journal

One of Canada's Leading Construction Magazines

GVCA Journal is the official publication of the Grand Valley Construction Association whose 700 member firms build more than 90 percent of the \$1.5 billion non-residential construction activity in one of Canada's fastest growing construction regions.

EDITORIAL REACH

Magazine Rack Distribution at 47 locations throughout the Grand Valley Region

5,200 plus: The GVCA Journal is distributed to 3,200 members in the Central Ontario Construction Industry including our 700 member firms. The remaining base of circulation comprises of local architects, engineers, environmental consultants as well as procurement officers and key decision-makers from the private and public sector agencies. An additional 2,000 members of the construction industry are directly sent the link for our online version of the Journal.

EDITORIAL FOCUS

ICI Build: The magazine addresses problems, concerns, and opportunities facing all industry stakeholders. We cover major issues facing the Canadian Construction industry from Technology to Health & Safety to Globalization. We also focus on infrastructure, procurement and government regulations at the municipal, provincial and national levels.

REGULAR COLUMNS

- Legal Issues
- Technology & Innovation
- HR Management
- Safety In Construction
- Sightings
- Crystal Ball Report
- Message from GVCA President & Chair
- Leaders In Construction

2017 EDITORIAL SCHEDULE

JANUARY/FEBRUARY

Economic Forecast for 2017 Spend
 Space closing: December 14th
 Materials closing: December 20th
 Publication date: January 11th

MARCH/APRIL

Green Design & Construction
Technology, Innovation & New Product Issue
 Space closing: February 17th
 Materials closing: February 24th
 Publication date: March 3rd

MAY/JUNE

Health & Safety
 Space closing: April 18th
 Materials closing: April 24th
 Publication date: May 3rd

JULY/AUGUST

Focus on Finance, Education in Construction
 Space closing: June 14th
 Materials closing: June 21th
 Publication date: July 3rd

SEPTEMBER/OCTOBER

Procurement
2017 Buyer's Guide
 Space closing: August 16th
 Materials closing: August 24th
 Publication date: September 5th

NOVEMBER/DECEMBER

HR & Labour Management
 Space closing: October 16th
 Materials closing: October 24th
 Publication date: November 3rd

CONTACT

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Journal

2017 Advertising Rates

ADVERTISING RATES

GVCA Members 10% Discount

BLACK & WHITE	1X	3X	6X
Full Page	\$ 1,700	1,500	1,350
1/2 Page	1,000	900	810
1/3 Page	800	650	600
1/4 Page	600	500	450
1/8 Page	450	350	315

COLOUR CHARGES

Four Colour: \$650
Standard Colours: \$225 (cyan, yellow, magenta)

PREFERRED POSITIONS

	1X	3X	6X
Double page spread	\$3,000	2,700	2,430
2 nd & 3 rd Covers: 20% premium on space			
4 th Cover: 30% premium on space			

Note: Minimum full-colour accepted for cover positions, 1st Cover: Not Sold

CUSTOM MARKETING PROGRAMS & INSERTS

Please contact Sandra Arthurs for custom marketing programs that would include advertising in the GVCA Directory which will be published in April 2017. All inserts included in the polybag with the GVCA Journal must be individually quoted.

CLOSING DATES

Issue	Ad Closing	Material Closing	Publication Date
Jan/Feb	Dec 14	Dec 20	Jan 11
Mar/April	Feb 17	Feb 24	Mar 3
May/June	Apr 18	Apr 24	May 3
July/Aug	June 14	June 21	July 3
Sept/Oct	Aug 16	Aug 24	Sept 5
Nov/Dec	Oct 16	Oct 24	Nov 3

GVCA DISCLOSURE

The GVCA assumes no liability whatsoever, except to the extent of the one-time paid advertisement of the same specification, in the next or upcoming publication if any proven or admitted errors or omissions have occurred. Payment by Non-member firms is required before publication date. Payment by Member firms is due upon receipt of invoice. Interest shall be charged at 2 percent per month compounded to yield 26.82 percent per year on overdue accounts. In the event of a contract cancellation, the advertiser/or agency agrees to repay the GVCA any discounts granted for multiple insertions less any discounts applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancelable. Prices are net of agency commission.

DISPLAY ADVERTISING MEASUREMENTS

		WIDE	DEEP
Full page	Trim size	8 3/8" x	10 7/8"
	Text Safe	7 1/8" x	9 7/8"
	Bleed	8 1/2" x	11 1/8"
Double page spread		16 3/4" x	10 7/8"
	Text safe	15 1/2" x	9 7/8"
	Bleed size	17" x	11 1/8"
1/2 page horizontal		7 1/8" x	4 5/8"
1/2 page vertical		3 1/2" x	9 1/2"
1/2 page island		4 5/8" x	7 1/8"
1/3 page square		4 5/8" x	4 5/8"
1/3 page horizontal		7 1/8" x	3"
1/3 page vertical		2 1/4" x	9 1/2"
1/4 page vertical		3 1/2" x	4 5/8"
1/4 page horizontal		4 5/8" x	3 1/2"
1/4 page banner		7 1/8" x	2 1/4"
1/8 page horizontal		3 1/2" x	2 1/4"
1/8 page vertical		2 1/4" x	3 1/2"

ARTWORK

- Minimum image resolution: 300 DPI.
- Accepted formats: EPS, JPEG, Print-ready PDF.
- Vector artwork should be saved in an EPS format with images embedded and fonts outlined. We will substitute missing fonts with similar fonts if originals are not converted to outline.
- If proofing errors are discovered, new art may need to be submitted.
- Please note images from the web are not suitable for printing.
- If you require graphic assistance in the makeup of your ad please contact Sandra Arthurs

Please transfer files smaller than 5 mb via email to: magazine@gvca.org

For files larger than 5 mb please contact Advertising Manager, Sandra Arthurs for submission instructions.

For Advertising Space Information

PLEASE CONTACT

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