

ROAD Builder

2024 MEDIA PLANNER



ABOUT ORBA

Ontario Road Builders' Association (ORBA) was formed in 1927 as the voice of the province's road building industry. Today it is a leading advocate of Ontario's transportation infrastructure industry, representing the interests of contractors and goods and service providers that employ over 56,000 workers. In 2016, ORBA and the Ontario Hot Mix Producers Association (OHMPA) amalgamated to become a stronger voice for the industry. In 2017, OHMPA officially became the Ontario Asphalt Pavement Council (OAPC).

ORBA has more than 300 members across the province, ranging from small contractors doing business locally to large corporations operating globally. The association is committed to promoting its contractor members as ethical, professional providers of services to the transportation infrastructure industry. As an industry leader, ORBA promotes and fosters a business environment and marketplace with its members where quality, compliance, fairness and honesty are integral principles in all business relations.

ORBA's mission is to promote and support the growth of Ontario's transportation infrastructure industry. It strategically partners with many organizations and companies within the industry and delivers a dynamic range of programs and services designed to support the growth and operational efficiency of its members' businesses.

THE MAGAZINE

ROADBuilder is the official publication and voice of the Ontario Road Builders' Association (ORBA). It is a reliable source of information on the work of the association as well as new developments impacting the road building industry. Every issue of **ROADBuilder** delivers a valuable combination of news, industry profiles and feature articles. With a distribution of 2,500 per issue, the magazine plays a key role in ORBA's effort to hold an ongoing construction conversation.

For ORBA members, **ROADBuilder** presents an opportunity to connect with industry colleagues, gain knowledge, and strengthen expertise in their given field. It acts as a forum for corporations and service organizations to interconnect, while delivering the latest news on road building innovations, pertinent trends and general construction business to industry professionals across the country.

ROADBuilder is uniquely poised to deliver your message to fundamental players and advisers in the industry. The magazine is printed in full-colour and gloss, sized 8.375" x 10.875", and is published twice a year, with the Sourcebook published annually.

CONSIDER THIS

- Recent studies show that custom publishing surpasses print, television and radio advertising, and dominates Internet marketing and telemarketing, in building long-term relationships, promoting loyalty, and retaining existing members.
- Magazines engage viewers in a manner that is strategically unlike any other form of advertising media. On average, a reader will revisit a magazine at least three times and will likely put it on display, allowing the marketing message to grab – and hold – the reader's attention.
- In our fast-paced, media-saturated world, magazine advertising is a reliable way to provide consumers with a satisfactory, leisurely and intimate experience. With 73% of magazine readers saving ads for future reference, it is clear that we provide an active, tactile medium where the reader is receptive and in full control.



WHY ADVERTISE?

UNPARALLELED EXPOSURE!

ROADBuilder delivers informative editorial content and unparalleled exposure to a wide range of participants across the country. Advertising in the magazine presents an extraordinary opportunity that gives you direct access to a dedicated audience. In addition to a print run of 2,500 per issue, **ROADBuilder** is distributed at ORBA events, member meetings and other events throughout the year, ensuring your business message stays front and centre. The magazine can also be viewed online on the ORBA website (orba.org).

YOUR TARGET AUDIENCE!

Your company's ad will be viewed by a wide and diverse mix of readers – from contractors involved in the construction and maintenance of the provincial highway system and municipal roads and bridges, to those involved in heavy civil construction on sewers, water mains and utilities. Advertising in **ROADBuilder** offers you the exceptional opportunity to reach a target audience of key industry personnel, decision makers and leaders, including:

- Municipal engineers
- Road superintendents
- Product manufacturers
- Consulting engineers
- Bonding and financial capital firms
- Politicians and senior bureaucrats
- Provincial MPPs
- Insurance firms
- Affiliates of the ready-mixed concrete and hot mix producers associations
- Affiliates of the stone, sand, and gravel associations

What neuroscience says about why print magazine ads work:

Paper readers remember more.

Paper-based reading

more focused attention, less distraction

higher comprehension and recall

stimulates emotions and desires

preferred by majority (even millennials)

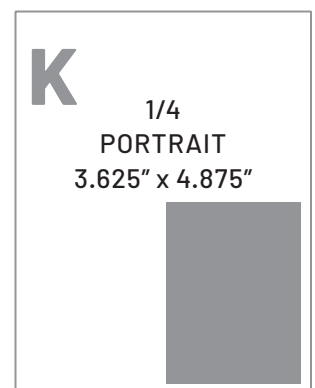
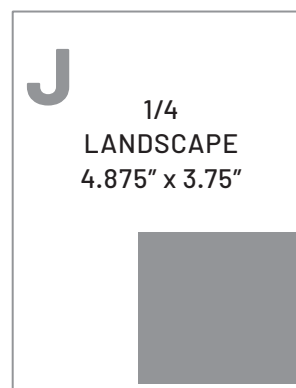
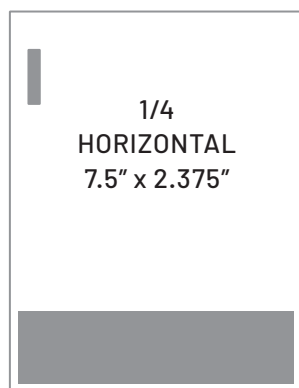
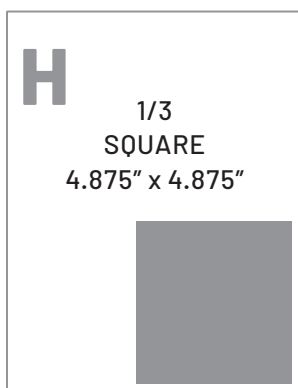
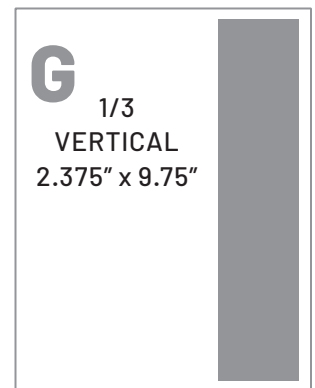
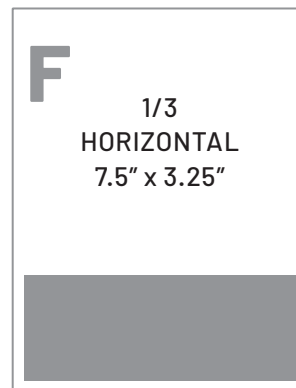
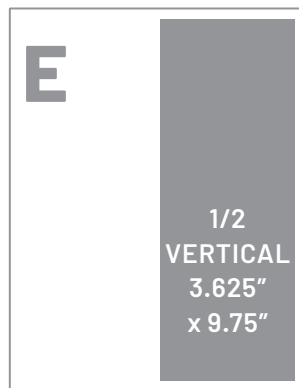
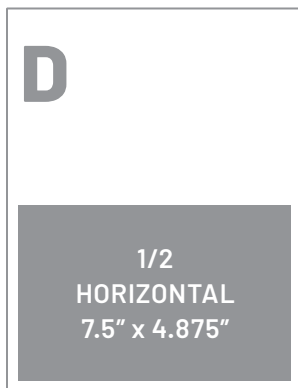
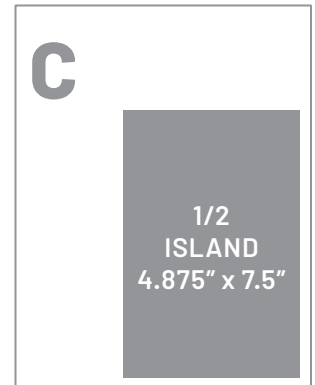
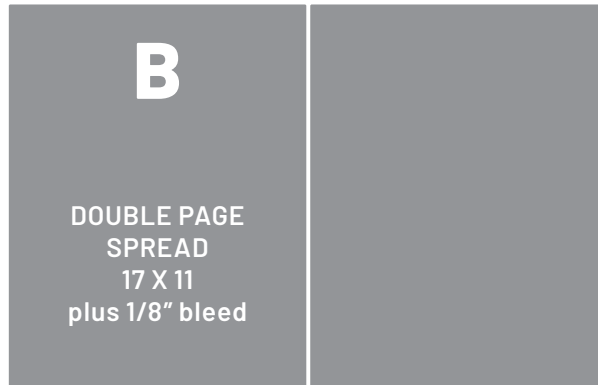
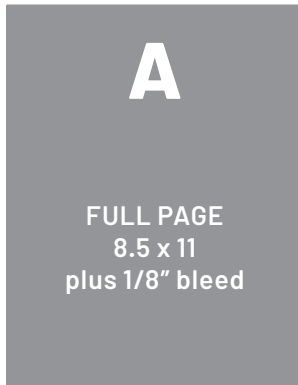
drives sensory involvement which contributes to reader impact

slower reading speeds

Source: The Association of Magazine Media Factbook 2021.

AVAILABLE ADVERTISING SIZES

please specify by letter. See following page for detailed ad specifications.



FOR PUBLICATION INFORMATION AND TO BOOK YOUR ADVERTISING
PATRICIA ABBAS T 416-438-7609 | E pabbas8@gmail.com

FORMAT	SIZE	WIDTH" x HEIGHT"
A	FULL PAGE	8.5 x 11 plus 1/8" bleed
B	DOUBLE PAGE SPREAD	17 X 11 plus 1/8" bleed
C	1/2 PAGE ISLAND	4.875" x 7.5"
D	1/2 PAGE HORIZONTAL	7.5" x 4.875"
E	1/2 PAGE VERTICAL	3.625" x 9.75"
F	1/3 PAGE HORIZONTAL	7.5" x 3.25"
G	1/3 PAGE VERTICAL	2.375" x 9.75"
H	1/3 PAGE SQUARE	4.875" x 4.875"
I	1/4 PAGE HORIZONTAL	7.5" x 2.375"
J	1/4 PAGE LANDSCAPE	4.875" x 3.75"
K	1/4 PAGE PORTRAIT	3.625" x 4.875"

RATES FOR AD PREPARATION

We want your ad to look as good as possible. If you need help, please call the ORBA office at 905-507-1107, and we can arrange to have your ad designed by ROADBuilder graphic designer P-Dominique Plante. From concept to the finished design, your ad will be created to ensure the highest quality and creativity that will generate results for your company.

LAYOUT AND DESIGN CHARGES

COLOUR AD DESIGN (Limit of 2 revisions to ad. Further changes will incur additional production charges)

Full Page	\$475
Double page spread	\$750
1/2 Page	\$325
1/3 Page	\$250
1/4 Page	\$145

NOTE: Copy and high resolution images (300dpi) must be provided for above.

SUPPLIED AD SPECIFICATIONS

FILE FORMATS Only the following digital file types are accepted, supplied via email or file transfer sites:

PREFERRED FORMAT • High Res PDF with outlined fonts and CMYK images embedded.

Also accepted

- Adobe Photoshop EPS or TIF at minimum 300dpi at full size.
- Adobe Illustrator EPS with outlined fonts and CMYK images embedded.
- InDesign CS6 with outlined fonts and CMYK images embedded.

PRODUCTION CHARGES WILL APPLY TO ANY FILES PROVIDED IN A FORMAT OTHER THAN THOSE MENTIONED ABOVE.

- Please export Corel Draw files to Adobe Illustrator with fonts changed to outlines.
- All ads sent electronically must also have a PDF for proofing.
- We require outlined EPS files, to avoid font issues.
- If file manipulation is required on supplied ads, a production fee will be charged.
- We will be happy to arrange for the design and preparation of your advertisement if you do not have access to an experienced designer. Call the ORBA office at 905-507-1107 for details.
- Clearly mark all material for ROADBuilder.

ROADBuilder is not responsible for any colour or position variation if advertiser does not adhere to the above specifications.

Payment for advertising in ROADBuilder should be made directly to ORBA.



SEND DIGITAL FILES TO

PATRICIA ABBAS pabbas8@gmail.com

FORMAT		NON MEMBERS		MEMBERS	
		1 TIME	2 TIMES	1 TIME	2 TIMES
FULL COLOUR RATES	Double page spread	\$3,977	\$3,773	\$3,579	\$3,395
	Full page	\$3,048	\$2,845	\$2,744	\$2,560
	Half Page	\$1,998	\$1,896	\$1,798	\$1,706
	1/3 page	\$1,478	\$1,365	\$1,330	\$1,229
	1/4 page	\$1,315	\$1,162	\$1,183	\$1,045
COVER RATES	Outside Back Cover	–	–	\$3,365	\$3,058
	Inside Covers	–	–	\$3,058	\$2,960

CONTRACT		Page Rate	
Member		Cover Rate	
Non-Member		Sub-Total per insertion	
		HST @ 13%	
<input type="checkbox"/> Single Insertion <input type="checkbox"/> Two Insertions		Total per insertion	
		# of issues	
Issue Date(s):		Contract Total	

PUBLICATION ISSUE	BOOKING DEADLINE	MATERIALS REQUIRED	Ad Copy	
SUMMER	MAY 1	MAY 15	File Enclosed	
FALL	JULY 24	AUGUST 7	Repeat	
			To Follow (date)	

COMPANY		CONTRACT AGREEMENT	
Contact		Client	
Phone		Title	
Fax		Signature	
Address		Date	
Email			