

Sheet Metal Journal

www.sheetmetajournal.com

British Columbia



2018 MEDIA GUIDE

Sheet Metal Journal serves the interests of sheet metal and HVAC contractors, workers, suppliers, and design authorities on Canada's west coast and is the official journal of record for SMACNA-BC. Devoted to covering all aspects of the sheet metal and HVAC sectors of the construction industry, the magazine gives professionals working in the field a forum to share information, keep abreast of news and innovations, and improve communication.

who's reading SMJ?

Sheet Metal Journal has a press run of more than 2,100 copies. In addition to SMACNA-BC members, it is mailed to contractors, general contractors, building code and regulatory authorities, manufacturers and distributors, architects, engineers, and other construction professionals.



editorial schedule

Sheet Metal Journal is published four times per year and is packed with project stories, contractor profiles, technical articles, and other information relevant to the industry. Each issue also includes several regular departments including an editorial comment, SMACNA-BC updates, the engineer's desk, technical updates, an eye on safety, a legal column, company profiles, and industry news.

We choose articles each issue based on a combination of association events and interests, timely news, and general business- and industry-related topics. We also welcome editorial contributions from our valued advertisers and subscribers. If you'd like to see an article covering a specific topic, have interesting industry news, or are working on a great project, tell us about it. Contact our editor by phone or email to table your ideas.

market your company in Washington

In Spring 2017 we began publishing Sheet Metal Journal - Western Washington with the support of SMACNA - Western Washington. We're excited to showcase the amazing work happening in Seattle and surrounding area and provide the industry with another resource to support their businesses. If you are looking to broaden your company's reach and discover a new market, we have just the audience for you in Western Washington.



Issue	Editorial	Ad Booking	Ad Due
Winter 2018	December 8, 2017	January 5, 2018	January 9, 2018
Spring	March 13	April 3	April 5
Summer	June 13	July 4	July 6
Fall	September 13	October 4	October 9
Winter 2019	December 18	January 8, 2019	January 10, 2019



industry coverage

- commercial heating, ventilating, and air conditioning
- multi-residential heating and air conditioning
- architectural sheet metal
- industrial sheet metal
- manufacturing
- testing and balancing
- custom fabrication
- green building
- new technologies

columns

- building science
- global metal
- engineer's desk
- technical updates
- technology
- safety
- industry news
- contractor advice



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black and white advertising rates

Frequency	2x	4x	Advertise in the Western Washington Market
Full Page	\$1,179	\$1,095	55% discount on the total cost of your second ad
1/2 Page	\$799	\$769	50% discount on the total cost of your second ad
1/4 Page	\$479	\$439	45% discount on the total cost of your second ad

back cover logos

Demonstrate your support for the industry by having your logo on the outside back cover of each issue of *SMJ*. Limited space available.

\$110/issue (yearly commitment)

colour

Full Process Colour add \$549 to the black and white rate

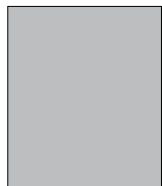
Spot Colour (per colour) add \$149 to the black and white rate

positions

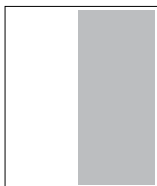
Guaranteed Position..... add 7.5% to total ad cost

Inside Covers..... add 10% to total ad cost

Rates shown are net. Agencies please add 15%.



Full Page
Trim 8 x 10.5"
Bleed 8.25 x 10.75



1/2 Vertical
3.375 x 9.5"



1/2 Horizontal
7 x 4.625"



1/4 Page
3.375 x 4.625"



Back Cover Logo

file submissions

- Preferred Format: High-resolution PDF. Fonts must be embedded.
- Photoshop: TIFF/EPS. 300 dpi, CMYK.
- Illustrator: AI/EPS. Include all placed images, 300 dpi, CMYK. All fonts converted to outlines.

All ad make-up work to be done in-house submitted past closing will be billed out at \$79 per hour.

website banner advertising rates

All banner advertising is priced at a flat rate.

Leaderboard ROS (run of site)	728 x 90 pixels	\$79 / month
Masthead ROS (run of site)	234 x 60 pixels	\$69 / month
Big Box Main Page	300 x 250 pixels	\$59 / month

digital submissions

Format: JPG or GIF (static or animated), SWF (30 frames per second using images of 72 dpi. All URLs to be embedded in file).

feature focus

By combining the power of print and digital media you can give your company the extra reach and exposure it deserves. Your Feature Focus package will include:

- 1/4 page, full-colour print advertisement.
- 300-word editorial focused on your company (optional photo included) printed in the next issue of *Sheet Metal Journal*.
- digital promotion when the editorial and advertisement are posted online at sheetmetaljournal.com.
- social media exposure when we tweet about your Feature Focus.

\$699 (2 insertion minimum)



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