

Sheet Metal

Journal

British Columbia

Official Journal of Record for

BRITISH COLUMBIA

SMACNA

CHAPTER

2024 MEDIA GUIDE

KNOW YOUR AUDIENCE

Sheet Metal Journal serves the interests of sheet metal and HVAC contractors, workers, training centres, suppliers, manufacturers, 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 industry, including HVAC, specialty, architectural, industrial, and testing and balancing (TAB), 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 1,700 copies. In addition to SMACNA-BC members, it is mailed to affiliate contractors, general contractors, building code and regulatory authorities, manufacturers and distributors, architects, engineers, and other construction professionals. *Sheet Metal Journal’s* primary purpose is showcasing the work and expertise of SMACNA contractors, their affiliates, and their commercial and community partners.

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

We also publish *Sheet Metal Journal - Western Washington* on behalf of SMACNA - Western Washington. This publication showcases the expert work happening in the Greater Seattle and surrounding areas and provides 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	Ads Due
Winter 2024	December 20, 2023	January 9, 2024	January 11, 2024
Spring	March 8	April 2	April 4
Summer	June 12	July 10	July 12
Fall	September 16	October 7	October 9
Winter 2025	December 17, 2024	January 13, 2025	January 15, 2025



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
- labour updates
- engineer’s desk
- technical updates
- technology
- safety
- industry news
- contractor advice



SPONSORED CONTENT

Whether you're looking to increase sales, market your company for future projects, or attract new tradespeople to your growing company, SMJ has you covered.

Let us tell your story, your way.

Our sponsored content packages provide industry leaders an opportunity to share all the details on what makes their company or products shine. Have our cracker-jack team of writers develop targeted, company-centric articles for distribution to your specific audience at *Sheet Metal Journal* and use the content as part of your external marketing strategies.

These editorial packages are specifically for marketing your products, services, or business. They combine the power of print and digital in one of the most effective sales tools available in media today. Printed in the magazine, published online at *sheetmetajournal.com*, and shared on our social media channels means your targeted readership and demographic will be sure to see your content.

Check out these attention-grabbing examples of how to leverage sponsored content to reach your audience:

- ▶ **Product news** - showcase new or existing products, what makes them cutting edge, and how using them makes your work exceptional.
- ▶ **Service news** - tell readers about a new service you are offering and how its features and benefits can benefit your clients.
- ▶ **Project partnerships** - share the details of a project story that positions your company and your partners as innovators in the market—unlike our typical project stories, which focus on the technical details, a project partnership is your team's chance to show off for prospective building owners, general contractors, and mechanical contractors.
- ▶ **Your company** - tell your company story your way, focusing on all the ways your staff, leadership, products, and services make your company the best hire in the industry.
- ▶ **Choose your own topic** - have your own vision of how to market your company using sponsored content? Partner with our team to turn those ideas into solid copy and eye-catching graphics. Reach out today to table your ideas and get the extra reach and exposure you need to set your business apart from the crowd.

Insight - \$799 / article

- 450-word article and one photo
- PDF of the article (hi-res and low-res)
- social media posts

Highlight - \$1299 / article

- 650-word article and two photos
- PDF of the article (hi-res and low-res)
- social media posts

Spotlight - \$1699 / article

- 850-word article and three photos
- PDF of the article for your own use and distribution
- social media posts
- email distribution to our SMJ-BC digital subscribers



À la carte:

- Add a print display advertisement and receive 20% off rate card
- Add \$299 to have your story adapted for industry-wide distribution and sent to key media outlets as a press release



DISPLAY ADS

black and white print display ad rates

Frequency	2x	4x	Advertise in the Western Washington Market
Full Page	\$1,250	\$1,165	55% discount on the total cost of your second ad
1/2 Page	\$850	\$820	50% discount on the total cost of your second ad
1/4 Page	\$500	\$465	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.

\$120/issue (yearly commitment)

colour

Full Process Colouradd \$585 to the black and white rate

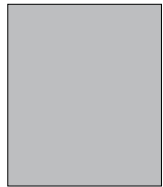
Spot Colour (per colour)add \$160 to the black and white rate

positions

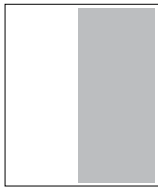
Guaranteed Position..... add 7.5% to total ad cost

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

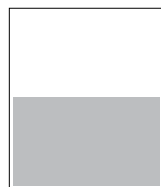
Rates shown are net. Agencies please add 15%.



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

- 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.

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). File size: less than 150kb.

your SMJ team



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