

Sheet Metal Journal

British Columbia

2027 MEDIA GUIDE

Reaching British Columbia's sheet metal community.

sheetmetaljournal.com

Journal of Record for SMACNA-BC

Reach your market.

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, the magazine gives professionals working in the field a forum to share information, keep abreast of news and innovations, and improve communication.

SUBSCRIBERS

~ 1,500 PRINT

~ 200 DIGITAL

DISTRIBUTION

Sheet Metal Journal is delivered free of charge to print and digital subscribers throughout British Columbia's sheet metal industry, including those who work in and support the sector.

WHO'S READING *SHEET METAL JOURNAL*

CONTRACTORS
Commercial, industrial, institutional, and multi-residential sheet metal professionals

SPECIFIERS
Architects, engineers, and specification writers

PUBLIC SECTOR
Building code and regulatory authorities, government, and technical schools

INDUSTRY NETWORK
Member-provided client and associates lists

DISTRIBUTORS
Leaders in product availability and supply chain management

MANUFACTURERS
Creators of materials, systems, and innovations

INDUSTRY INSIGHTS IN EVERY ISSUE

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 SMACNA-BC updates, the engineer's desk, contractors' advice, technical updates, an eye on safety, a legal column, company profiles, and industry news.

EDITORIAL CALENDAR

Issue	Editorial	Ad Booking	Ads Due
Winter	December 17, 2026	January 13, 2027	January 15, 2027
Spring	March 19	April 9	April 13
Summer	June 11	July 9	July 13
Fall	September 15	October 6	October 8

EDITORIAL CONTRIBUTIONS

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 at 250.816.3671 or by email at *jessica.kirby@pointonemedia.com* to table your ideas.

02 / SPONSORED CONTENT

Tell your story with impact.

Sheet Metal Journal welcomes partnerships with its trusted manufacturer, distributor, and contractor members in creating sophisticated, informative, and transparent sponsored content packages. These may include custom print projects, social campaigns, newsletters, digital posts, and more.

FULL PAGE PRINT + DIGITAL SPOTLIGHT

$1999

PER ARTICLE

600-750 words of content

Two photos: one feature photo and one supplemental

Writing, layout, downloadable print- and email-ready PDFs, online article, and social posts included.

DOUBLE PAGE PRINT + DIGITAL INSIGHT

$3199

PER ARTICLE

1000-1250 words of content

Three photos: one feature photo and two supplemental

Writing, layout, downloadable print- and email-ready PDFs, online article, and social posts included.

Print display ad	Add a print display advertisement and receive 20% off rate card.
Industry press release	Add $399 to have your story adapted for industry-wide distribution and sent to key media outlets as a press release.

ADVERTISER CRITERIA

There are criteria guiding what a sponsored content project can contain. These include:

1. Truthful and verifiable content. If a product or service is claimed to have a specific performance outcome, that outcome must be verified by a test conducted by an industry standard body, such as UL or ASTM. This will be internally reviewed by an independent body.
2. Free from derogatory comparison or claim. All content must speak to the advertiser's offering without negatively describing or comparing against a competitor.
3. Clear and precise language. Content is subject to editorial oversight in meeting *Shet Metal Journal's* style guide and requirements for grammar, spelling, syntax, and quality.
4. Compliant imagery. Imagery must depict the highest standards of safety, material use, and application. That means people depicted in sponsored content images must be wearing correct PPE and demonstrating correct installation and handling procedures.
5. All sponsored content will be clearly labelled in compliance with the *Canadian Ad Standards Code*, which outlines that "No advertisement shall be presented in a format or style that conceals the fact that it is an advertisement." Some commonly used labels for sponsored content include "Ad," "Advertising," "Promotion," "Sponsored," "Sponsor Content," or "Presented By."

Sponsored content packages provide advertisers with a platform to share the benefits and features of their products, technical innovations, and business acumen. Here are some guidelines for creating the most impact with your sponsored content package:

1. Stay focused on the readers' needs and interests. Product releases, technical innovations, projects that demonstrate the efficacy of specific products and innovations, company or staff profiles that highlight and showcase specific product or service brands, or any content that relies on showcasing a specific brand may be a good fit for a sponsored content package.
2. Ensure the content answers questions users typically have about a product or innovation. Consider ways to answer those questions in an informative and interesting way, such as a Q&A with an expert, a How-to article, photo journalling, infographics, or a brand-specific project story.
3. Consider a sponsored content package that fits within budget but also covers multiple platforms, such as custom print, social posts, newsletters, contests, and/or supplemented brand ads.

Be seen and grow your business.

PRINT BDISPLAY AD RATES

Frequency	Full Colour 2x	Full Colour 4x	Spot Colour 2x	Spot Colour 4 x
Full Page	$1999	$1,899	$1599	$1499
1/2 Page	$1599	$1499	$1149	$1049
1/4 Page	$1149	$1049	$729	$629

Inside covers: +10% • **Other special positions:** +7.5%

Back cover logos: Demonstrate your support for the industry by having your logo on the outside back cover of each issue of *Sheet Metal Journal*. Limited space available. $129/issue (yearly commitment).

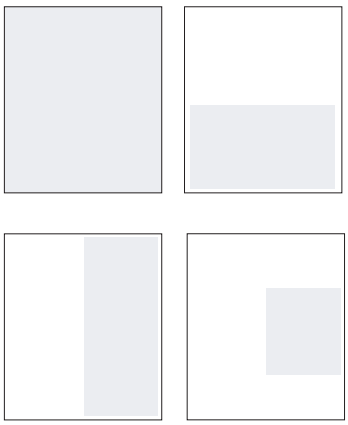
AD SPECIFICATIONS

Full page
Trim: 8 x 10.5” • with bleed: 8.5 x 11”

1/2 Horizontal
7 x 4.625”

1/2 Vertical
4.585 x 7”

1/4 page
3.375 x 4.625”



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.

DIGITAL BANNER ADVERTISING ON SHEETMETALJOURNAL.COM

Leaderboard ROS
728 x 90px **$499/year**

Masthead ROS
234 x 60px **$449/year**

Big Box Banner ROS
300 x 250px **399/year**

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 the file.

LET’S TALK

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Lara Perraton, Account Manager / Creatives
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Expand your reach online.

Sheet Metal Journal's digital advertising is an affordable way for manufacturers, distributors, and contractors to reach British Columbia's sheet metal community between print issues. The following packages take advantage of premier space in the quarterly digital distribution newsletter of *Sheet Metal Journal*, sent to our digital subscriber audience.

DIGITAL STARTER

Entry Level

$199

Introductory price · Regular price $249

One newsletter sponsored placement

One social media post on *Sheet Metal Journal's* socials and for use on your own.

Link to the company website

Ideal for smaller suppliers and first-time advertisers testing digital promotion.

DIGITAL IMPACT

Recommended

$399

Introductory price · Regular price $549

One dedicated email blast

One newsletter sponsored placement

Two social media posts on *Sheet Metal Journal's* socials and for use on your own.

Basic performance summary

Ideal for product launches, new product lines, training announcements and company news.

DIGITAL AUTHORITY

Premium

$799

Introductory price · Regular price $949

Two dedicated email blasts

Two newsletter sponsored placements

Four social media posts on *Sheet Metal Journal's* socials and for use on your own.

Campaign coordination and performance summary

Ideal for manufacturers and distributors seeking sustained visibility across a product launch or campaign.

À La Carte

EMAIL SPONSORSHIP

Best for recurring visibility.

Sponsor our quarterly digital distribution newsletter of *Sheet Metal Journal.*

- Your logo, a short description of your products and services, as well as an image and link to your website or landing page.
- Premium top-centre positioning.

$125 per placement

Introductory price • Regular price $175 per placement

DEDICATED EMAIL BLAST

Best for launches and announcements.

Purchase a stand-alone promotional email featuring your company's product, event, technical resource, company news, or special announcement to our audience.

- One product, event, our announcement per email.
- Advertiser-provided copy and creative, with basic formatting included.
- One post on the *Sheet Metal Journal*'s social platforms and adapted for use on your socials.

$350 per placement. Copywriting available for an additional fee of $150.

Introductory price • Regular price $500 per placement

MANAGED MARKETING SERVICES

Need help marketing your company, products, or services online? We can help! Our team creates and manages social media and email campaigns, along with digital marketing materials such as flyers, catalogues, newsletters, and product specification sheets. Contact us to learn how we can help grow your business.