

DIRECTORY of MEMBERS RÉPERTOIRE des MEMBRES

2022

2023

Communicate • Educate • Collaborate
Communiquer • Éduquer • Collaborer

CSC Directory of Members

Communicate • Educate • Collaborate



Advertising in the CSC 2022/2023 Directory of Members gives your company national exposure to AEC professionals representing all segments of the construction industry year round.

The directory offers immediate access to CSC members' contact information whether in print or online.

The interactive digital version allows users to click on advertisements and be instantly connected to that advertiser's website.

In addition to member contact information, this user-friendly digest-size publication includes upcoming CSC events such as the annual conference.

There has never been a better cost-effective opportunity to reach construction experts from coast-to-coast than with an advertisement in the CSC 2022/2023 Directory of Members.

Act now! Book your advertisement today!

Clifton Fiola, CAE • 416-777-2198, ext. 25 • clifton@csc-dcc.ca

Space closing:
September 9, 2022

Material closing:
September 16, 2022



Construction Specifications Canada
Devis de Construction Canada



CSC Directory of Members

Ad Mechanical Spec Sheet



For advertising and marketing information, call:

Clifton Fiola, CAE

Construction Specifications Canada

Tel: 416-777-2198, ext. 25

E-mail: clifton@csc-dcc.ca



Ad Size	Width	Depth	Price
Outside Back Cover	6"	8-1/4"	\$2750
Inside Front Cover	6"	8-1/4"	1750
Inside Back Cover	6"	8-1/4"	1750

Full Page	6"	8-1/4"	1295
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1/2 Horizontal	5-1/2"	3-7/8"	775
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Business Card	3-5/8"	1-3/4"	395
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Rates posted are net and in Canadian funds.

Mechanical Specifications

Trim Size:	6"	8-1/4"
Bleed:	6-1/4"	8-1/2"
Live:	5-1/2"	7-3/4"

DELIVERY:

FTP: <ftp://ftp.kenilworth.com>

Admin user account: cscadmin

Password: csc7206ad

Mail:

Deliver advertising material (charges prepaid) to:

Construction Specifications Canada

120 Carlton St., Suite 312

Toronto, ON M5A 4K2



RESERVATION FORM

CSC Directory of Members 2022/2023

▶ Ad Size (please check appropriate box)

	<u>Width</u>	<u>Depth</u>	<u>Price (Cdn. \$\$)</u>
<input type="checkbox"/> Outside Back Cover	6"	8-1/4"	\$2750
<input type="checkbox"/> Inside Front Cover	6"	8-1/4"	1750
<input type="checkbox"/> Inside Back Cover	6"	8-1/4"	1750
<input type="checkbox"/> Full Page	6"	8-1/4"	1295
<input type="checkbox"/> 1/2 Horizontal	5-1/2"	3-7/8"	775
<input type="checkbox"/> Business Card	3-5/8"	1-3/4"	395

▶ Billing Information – **NOTE: Applicable taxes will be applied to your invoice.**

▶ For Ad Submissions, please review the **Mechanical Specs** sheet at <http://csc-dcc.ca/Membership>

▶ Mechanical Specifications

Trim Size	6"	8-1/4"
Bleed	6-1/4"	8-1/2"
Live	5-1/2"	7-3/4"

I will submit new advertising material YES NO (please circle one)

I will repeat the advertisement from 2021/2022 YES NO (please circle one)

Contact Name: _____

Company: _____

Address: _____

City: _____ Province / State: _____ Postal Code / Zip: _____

Phone: (____) _____ E-mail: _____

Please bill me using Purchase Order # _____

Cheque Enclosed: # _____ Credit Card Type: _____

Credit Card Holders Name: (please print): _____

Credit Card Number:

Expiry Date:

Security Code:

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Card Holders Signature: _____ Date: _____

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• Construction Specifications Canada • Devis de Construction Canada

120 Carlton Street, Suite 312, Toronto, Ontario, M5A 4K2 • Tel(416) 777-2198 • Fax(416) 777-2197 (Toronto) • Fax (800) 668-5684 (Canada)

E-mail: info@csc-dcc.ca • WebSite: www.csc-dcc.ca



Mechanical Specs

Advertising Specifications

- Digital 4-colour process files only (CMYK*).
- PDF/X files preferred.
- Maximum 23 characters in file name.
- Ad material will be stored for 12 months and then discarded unless otherwise advised in writing by the advertiser or agency.
- The publisher is not responsible for changes to advertising material resulting from incorrect file preparation. Charges, billed at an hourly rate, may apply to alterations made to client files due to errors in ad size, type, or file format.

Supported Platforms

MAC, PC

Supported Applications

Adobe Distiller/Acrobat® X

- Convert all PMS/RGB colours to CMYK* prior to creating a PDF.
- Save all PDF files as PDF/X.

Adobe InDesign® CC

- Include all fonts and supporting graphics. Graphics should be placed at a minimum of 300 dpi at 100% of size for continuous tone and 1200 dpi for line-art. All placed graphics should be saved as TIF, EPS or PDF/X. Use "Package" whenever possible and provide a preflight report.

Adobe Illustrator® CC

- Convert all PMS/RGB colours to CMYK*. Graphics should be placed at a minimum of 300 dpi at 100% of size for continuous tone and 1200 dpi for line-art. Do not embed images unless originals are supplied. Supply all fonts or convert all text to outlines. Overprinting white text or colouring with 0% of another colour will not print. **Note:** outlined text cannot be altered.

Adobe Photoshop® CC

- Convert all PMS/RGB colours to CMYK*.
- Supply all fonts or rasterize all type. Save file as a EPS, JPG, PDF or TIF with no JPG or LZW compression. Rasterized type cannot be altered.

Eps/Tif

- EPS and TIF files from other applications will be accepted but must be a minimum of 300 dpi at 100% of size and have all fonts outlined. Do not compress these files.
- Images or logos downloaded or saved from the Web are not usable for print.

Fonts/Text

- OpenType and PostScript Type 1, 2 or 3 fonts will be accepted. Provide both screen and printer fonts.
- If a font is not submitted with your advertising material, an attempt will be made to match the font as closely as possible. This may result in text reflow.
- Black text should be created at 100% black to avoid registration problems. Registration cannot be guaranteed for 4-colour black type.

Proofs

Publisher shall not be responsible for colour or colour trapping or advertising copy that does not include a Specifications for Web Offset Publications (SWOP) standard proof.† For more information on soft proofs, visit www.magazinescanada.ca/uploads/File/files/soft%20proofing-WP%20FINAL%20DOC.pdf

Accepted Media

CD-R, DVD-R

- Save files with ISO-9660 standard, readable by both Mac and PC Platforms. Label all media with the name of the publication, issue date, agency name, contact name, return address and phone number.

For further assistance with file preparation contact Production at (905) 771-7333 or (800) 409-8688 or e-mail production@kenilworth.com.

* Files in RGB colour space will not separate correctly. All RGB files will be converted to CMYK. The publisher is not responsible for shifts in colour due to the file conversion.

† For more information on SWOP standards, visit www.swop.org.