



CANADIAN PAINT
AND COATINGS
ASSOCIATION

ASSOCIATION CANADIENNE
DE L'INDUSTRIE DE LA PEINTURE
ET DU REVÊTEMENT

MEDIA KIT

CPCA's **INSIGHT** *Annual Guide & Directory*

VOICE • VISION • VALUE

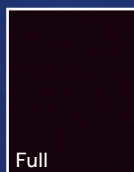
The CPCA INSIGHT Guide and Directory provides an annual snapshot of the Canadian paint and coatings industry and offers a wealth of useful, easily accessible reference information about the CPCA, its members, activities and services. It also provides a yearly reflection on the industry's successes in tackling important issues of sustainability, industry challenges and the many technological advances that are redefining the possibilities and applications of paints and coatings. This resource continues to offer the most relevant information on the Canadian paint and coatings industry.

The Guide and Directory is published yearly with printed copies mailed to a national database, including all levels of government, and is distributed at key events and functions throughout the year. An electronic version is also available on CPCA's website. The Guide and Directory is bilingual. Your advertising support makes the production of this important publication possible!



ADVERTISING

Rates & Specifications



Bleed
8.625" x 11.125"
Trim
8.375" x 10.875"



Bleed
8.625" x 5.625"
Trim
8.375" x 5.425"



Bleed
8.625" x 3"
Trim
8.375" x 2.875"

**The bleed area for all advertisements must be set at a minimum of .125" to a maximum of .25"*

CPCA's Annual Magazine is distributed to a wide audience including manufacturers of architectural, automotive and industrial paint and coatings. Suppliers of raw materials to paint and coatings companies and distributors of raw materials to paint and coatings companies. Equipment manufacturers and companies with an economic interest in the welfare of the coatings industry and the people working in it, as well as national and international associations, government agencies such as Health Canada and Environment and Climate Change Canada. With a readership of **approximately 3,500** *your advertisement will broaden your marketing reach and appear in both print and digital formats.*

Advertising opportunities are available to both non-members and members of CPCA.

Advertisement Size	Non-Member Pricing	Member Pricing
Full	\$3,715 + taxes	\$3,095 + taxes
Half	\$2,466 + taxes	\$2,055 + taxes
Third	\$1,904 + taxes	\$1,587 + taxes

*** For Premium Ad Space on the Front or Back Inside Covers an additional 20% applies.

** For Ad Creation Services an additional 10% applies.

*All Ads are subject to applicable Canadian Ontario Taxes — HST & GST.



YES! SIGN ME UP.

Advertising Agreement

Advertiser's Profile

ADVERTISER

ADDRESS

CITY

PROVINCE | STATE

POSTAL CODE | ZIP

EMAIL

CONTACT PERSON

TELEPHONE NO.

ARE YOU A CPCA MEMBER?

YES

NO

Ad Details

AD SIZE

FULL

HALF

THIRD

ARE AD CREATION SERVICES REQUIRED?

YES

NO

**A 10% service fee applies*

ARE YOU REQUESTING A PREMIUM AD SPACE?

YES

NO

**A 20% premium rate applies*

***Premium Ad space is reserved on a first come first served basis as there are only two slots.*

Billing Information

CONTACT NAME

TELEPHONE NO.

ADDRESS

CITY

PROVINCE | STATE

POSTAL CODE | ZIP

EMAIL

Terms & Conditions

Acceptance of any advertisement is at the sole discretion of the publisher. All copy and graphics are subject to the publisher's approval. Any errors or omissions noted after the printing of this publication are the responsibility of the advertiser. All advertisements must be supplied as per the specifications outlined in this agreement. If there are any questions contact our Sales Representative Don Burns (see below). Prices are net; total does not include applicable taxes, premium ad fees or set up fees for those requesting Ad Creation Services. Terms of payment are Net 30 days in Canadian Funds to the Canadian Paint and Coatings Association. An invoice will be issued upon the processing of this Advertiser's Agreement and sent to the name and company as detailed above in the Advertiser's Profile and Billing Information Section.

AUTHORIZED BY

DATE

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