

d@CONSTRUCTED

THE OFFICIAL DIGITAL PUBLICATION OF THE GRAND VALLEY CONSTRUCTION ASSOCIATION

2023 MEDIA KIT

EXTEND YOUR PRINT ADVERTISING INVESTMENT WITH THE
UNIQUE BENEFITS OF DIGITAL MEDIA.

The NEW GVCA DECONSTRUCTED Digital Publication is the official publication of the Grand Valley Construction Association whose 700 member firms build more than 90 percent of the \$1.5 billion non-residential construction activity in one of Canada's fastest growing construction regions.

Our **NEW** digital magazine is mobile responsive and HTML-optimized, providing readers with an exceptional user experience across all devices.

Digital marketing allows smaller businesses the ability to have a level playing field and exposes you to a wider audience on a smaller advertising budget.

EDITORIAL FOCUS

ICI Build: The digital magazine addresses problems, concerns, and opportunities facing all industry stakeholders. We cover major issues facing the Canadian Construction industry from Technology to Health & Safety to Globalization. We also focus on infrastructure, procurement and government regulations at the municipal, provincial and national levels.

For advertising space information or to book your ad, contact:
Lana Lang-Nagle, Director Membership & Partnership Growth // 519-277-0493 // lane@gvca.org
Grand Valley Construction Association
25 Sheldon Drive, Cambridge ON N1R 6R8

GVCA DISCLOSURE The GVCA assumes no liability whatsoever, except to the extent of the one-time paid advertisement of the same specification, in the next or upcoming publication if any proven or admitted errors or omissions have occurred. Payment by Non-member firms is required before publication date. Payment by Member firms is due upon receipt of invoice. Interest shall be charged at 2 percent per month compounded to yield 26.82 percent per year on overdue accounts. In the event of a contract cancellation, the advertiser/or agency agrees to repay the GVCA any discounts granted for multiple insertions less any discounts applicable for the number of insertions completed in the contract. All cancellations must be received in writing prior to the advertising sales deadline. All premium positions are non-cancellable. Prices are net of agency commission.



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MECHANICAL REQUIREMENTS

DESCRIPTION	SIZE (PX)
Masthead	1324px (wide) x 300px (high)
Banner Body	1324px (wide) x 300px (high)
Large Format Vertical	646px (wide) x 836px (high)
1/2 Horizontal	646px (wide) x 420px (high)
1/4 Vertical	300px (wide) x 420px (high)
3/4 Format	640px (wide) x 626px (high)

ARTWORK SPECIFICATIONS

Minimum image resolution: 72DPI

- Format: .jpg
- Vector artwork should be saved in an EPS format with images embedded.

SUBMITTING ARTWORK:

Email correct file format and size to: lanea@gvca.org

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