

SUSTAINING ONTARIO'S AGGREGATE SUPPLY

AVENUES

2017 Media Planner

THE OSSGA

The Ontario Stone, Sand & Gravel Association (OSSGA) is the voice of over 280 sand, gravel, and crushed stone producers and suppliers from across Ontario. OSSGA members supply the majority of the approximately 164 million tonnes of aggregate used annually across the province to construct and sustain Ontario's infrastructure needs. OSSGA works in partnership with government and the public to promote a safe and competitive aggregate industry contributing to the creation of strong communities in the province.

The Association supports the achievement of its vision through a leadership focus on securing sustainability of valuable aggregate resources for the long term and engaging in environmental stewardship, proactively leading efforts to guide the industry as a whole into the future. It focuses also on boosting public awareness and recognition of a need for a responsibly managed aggregate industry, successfully affecting the development and implementation of government initiatives that promote the viability of the industry, and building strong and effective organizational arrangements.



INTERESTING FACT: The aggregate industry employs approximately 7,000 Ontarians directly and another 34,000 in related industries. Sand, gravel and crushed stone provide the basis for Ontario's \$30-billion construction industry, which employs 270,000 people.

THE MAGAZINE

Avenues magazine is the premium reference for the stone, sand and gravel industry across Ontario, and the most reliable source of information and insights in assisting members to increase their expertise in the field. The OSSGA portfolio of products and services is designed to reach key players involved in the industry.

Avenues is a vital source for members to facilitate knowledge and increase expertise in their field. It presents an excellent means of communication within the industry, providing not only a forum for corporations and service organizations to connect, but also to deliver the latest news, profiles, feature articles, case studies, and detailed trends.

Avenues is uniquely poised to deliver your message to fundamental players and advisers in Ontario's stone, sand, and gravel industry, representing members countrywide. The magazine is printed in full-colour and gloss, sized 8 ½" x 11", and is published biannually.

CONSIDER THIS

Recent studies show that custom publishing surpasses print, television, and radio advertising, and also dominates Internet marketing and telemarketing, in building long-term relationships, promoting loyalty, and retaining existing members.

Magazines engage viewers in a manner that is strategically unlike any other form of advertising media. On average, a reader will revisit a magazine at least three times and will likely put it on display, allowing the marketing message to grab – and hold – the reader's attention.

In our fast-paced, media-saturated world, magazine advertising is a reliable way to provide consumers with a satisfactory, leisurely, and intimate experience. With 73% of magazine readers saving ads for future reference, it is clear that we provide an active, tactile medium, where the reader is receptive and in full control.

WHY ADVERTISE?

UNPARALLELED EXPOSURE!

Each and every OSSGA member receives two editions of *Avenues* annually, which provide informative editorial content and unparalleled exposure to a widespread scope of participants across the industry and the province. The magazine is also distributed every year at the Annual General Meeting, among other events.

BUYING POWER!

Advertising in *Avenues* provides direct, cost-effective access for all companies working in the stone, sand, and gravel industry in Ontario. In short, *Avenues* is everywhere you need to be!



WHO USES ONTARIO'S AGGREGATE?

The vast majority of stone, sand and gravel produced in Ontario is used by the public sector: the municipal, provincial and federal governments – with road and highway construction, including asphalt and concrete, accounting for nearly 60% of all aggregate usage in Ontario.



52%
ROADS

13%	Construction Fill
7.2%	Chemical Use
6.7%	Asphalt Aggregate
4.1%	Other Construction & Manufacturing Uses
1.4%	Mortar Sand
.55%	Pulverized Stone
.05%	Dimensional Stone

PREMIUM POSITIONS

COVER AND PREMIUM POSITIONS (INCLUDES FOUR COLOUR)

SIZE	WIDTH	DEPTH	2X RATE	1X RATE
Inside Back Cover	8 5/8"	11 1/8"	\$3,149.50	\$3,299.50
Inside Front Cover	8 5/8"	11 1/8"	\$3,149.50	\$3,299.50
Outside Back Cover	8 5/8"	11 1/8"	\$3,499.50	\$3,699.50



DIGITAL EDITION SPONSORSHIP

MediaEdge digital editions provide a great reader user experience and have delivered over 2,700,000 page views. Enjoy premium recognition for your company by engaging readers that utilize the digital edition. Sponsor opportunity includes both the Exclusive positions.

DIGITAL EDITION OPTIONS

	SIZE	1X RATE
1 Top Banner/ Leaderboard	728x90 pixels	\$1,500
2 Left of Cover	500x400 pixels	\$1,500
Video (with Ad)		\$350
Video (with Ad)		\$750

Digital Files: Required format is a 300dpi PNG file, in RGB mode. All files must be accompanied by a colour proof. Publisher assumes no responsibility for accuracy when files are not provided in required format.

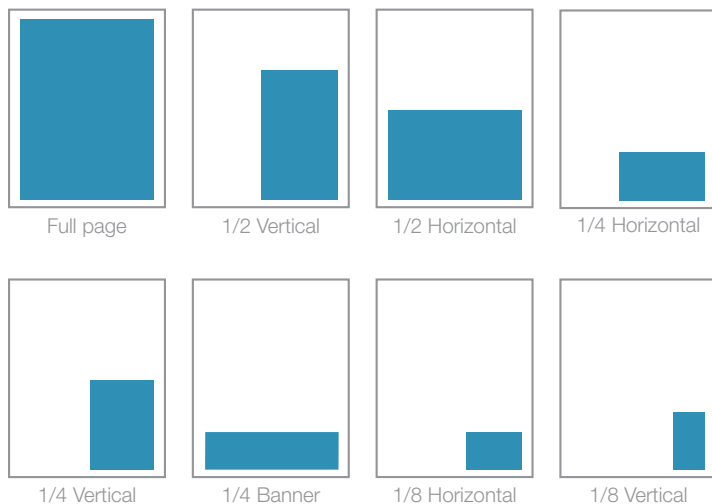


INTERESTING FACT:

61 % of magazine readers took action, or planned to take action, based on specific advertising seen in magazines.

Source: GfK MRI Starch

ADVERTISING RATES



INDUSTRY FACTS

- Virtually every job and every home in Ontario relies on stone, sand and gravel
- The construction of a typical school or hospital in Canada will require up to 14,000 tonnes of aggregates for the concrete walls, floors, walkways, mortar sand and parking areas
- The average production life of a sand and gravel operation is 25 years, whereas a stone quarry can be productive for over 50 years
- Over 16 billion tonnes of aggregate are produced worldwide every year
- For every \$1 billion spent on highway construction, 47,500 jobs are generated each year

SIZE WIDTH DEPTH 2X RATE 1X RATE

Double Page Spread	17 2/8"	11 1/8"	\$3,699.50	\$3,397.50
Full Page with Bleed	8 5/8"	11 1/8"	\$2,579.50	\$2,789.50
Full Page	7"	9 1/2"	\$2,579.50	\$2,789.50
1/2 Horizontal	7"	4 5/8"	\$1,899.50	\$1,999.50
1/2 Vertical (Island)	4 5/8"	7"	\$1,959.50	\$2,019.50
1/4 Horizontal	4 5/8"	3 3/8"	\$1,089.50	\$1,339.50
1/4 Banner	7"	2 1/8"	\$1,089.50	\$1,339.50
1/4 Vertical	3 3/8"	4 5/8"	\$1,089.50	\$1,339.50
1/8 Horizontal	3 3/8"	2 1/8"	\$569.50	\$619.50
1/8 Vertical	2 1/8"	3 3/8"	\$569.50	\$619.50

INTERESTING FACT:

Readers have a positive attitude toward advertising in magazines and believe the ads provide useful information. This holds true among digital readers.



Source: 2012-2013 Magazine Media Factbook

DIRECT MAIL OPPORTUNITIES

REACH THE DECISION-MAKERS

Advertise your products and services brochure or postcard by having it polybagged and mailed with *Avenues* magazine to ensure exposure of your company to key industry players.

YOUR TARGET AUDIENCE!

The biannual OSSGA magazine *Avenues* is the premier source to profile the stone, sand and gravel industry and increase the visibility of the OSSGA and its members. With a direct distribution of over 2,000 copies, it will be utilized by powerful, influential decision-makers across the industry.

- Engineers
- Architects
- Aggregate Producers
- Contractors
- Consultants
- Non-Government Organizations
- Provincial Ministers & MPPs
- Provincial Political & Bureaucratic Staff
- Educational Institutions
- General Public

DIRECT MAIL RATES

(PRINTED INSERT TO BE SUPPLIED BY CLIENT)

SIZE	PRINT & DIGITAL	DISTRIBUTION
1 page	\$1,532.00	2,000 copies
2 page	\$1,838.00	2,000 copies
Postcard	\$1,532.00	2,000 copies

INTERESTING FACT:

57% of people say they are most likely to remember a message by mail.



Central Mailing Services, Ltd

PRODUCTION SPECIFICATIONS

Digital Files: Preferred format is a High Resolution (300dpi) PDF file, provided all the fonts are embedded, and all colour is converted to CMYK. Other acceptable formats are Adobe InDesign, and Adobe Illustrator files, if all graphics and fonts are also included. Please include a laser copy for reference. All colour files must be accompanied by a colour proof or separated laser proofs. Publisher assumes no responsibility for accuracy when a proof is not provided.

PUBLISHING DATES

ISSUE	PUBLISH	MATERIAL DUE
Winter 2016/17	February 8, 2017	December 1, 2016
Fall 2017	September 15, 2017	July 7, 2017

INSERTS & BELLY BANDS: Available upon request

GUARANTEED POSITION: 15% extra

ADVERTISING AGENCIES: Please add 15%

AD PROOF CHARGE: \$25.00

MECHANICAL REQUIREMENTS

SIZE IN INCHES **WIDTH** **DEPTH**

TYPE SIZE: 7" 9 1/2"

TRIM SIZE: 8 3/8" 10 7/8"

BLEED SIZE: 8 5/8" 11 1/8"

EVENTS

OSSGA Operations Health & Safety Seminar - January 25, 2017

OSSGA Conference & AGM - February 15, 2017

