

The official
publication
of Engineers
Geoscientists
Manitoba

THE KEYSTONE PROFESSIONAL

MEDIA KIT 2017

Looking to reach
**Professional Engineers
and Geoscientists**
in the province
of Manitoba?

The Keystone Professional magazine has a controlled distribution of *8,500 (combined print and electronic) with a pass-along readership of 29,750**

This highly qualified audience is made up of key decision makers with buying authority and influence – the CORE of your market. All copies of each issue are individually addressed to qualified decision makers who are the leaders of consulting firms, government agencies, universities and industries involved in the engineering and geoscientist profession.

**EXTRA
EXPOSURE!**

Ads booked in
The Keystone Professional
appear online FREE!

*Made up of a combination of printed magazines and electronically distributed magazines.

**Based on statistical research, on average, specialized business publications have pass-along readership rates of 3-4 people per copy.

Reach your target market at key times

The *Keystone Professional* magazine is committed to communicating and collaborating with current and prospective members, in quarterly issues.

	<p>SPRING 2017: Space Closing: February Distribution: March</p>		<p>SUMMER 2017: Space Closing: Early May Distribution: Early June</p>
	<p>FALL 2017: Space Closing: Early August Distribution: Early September</p>		<p>WINTER 2017: Space Closing: Early November Distribution: Early December</p>

*Covers are subject to change

Full Colour Advertising Rates *Ads booked in the print magazine will APPEAR ONLINE AT NO EXTRA COST!

As the official membership publication of the Engineers and Geoscientists of the Province of Manitoba, *The Keystone Professional* provides a strong and informative voice in all matters pertaining to the engineering and geoscientist profession in Manitoba.

	1 Time Rate	4 Time Rate	Online Magazine*
OBC	\$1,650	\$1,550	FREE with print booking!
IFC/IBC	\$1,400	\$1,300	FREE with print booking!
Full Page	\$1,150	\$1,050	FREE with print booking!
2/3 page	\$925	\$825	FREE with print booking!
1/2 page island	\$800	\$700	FREE with print booking!
1/2 page	\$675	\$575	FREE with print booking!
1/3 page	\$475	\$425	FREE with print booking!
1/4 page	\$375	\$325	FREE with print booking!
1/6 page	\$300	\$275	FREE with print booking!
1/8 page	\$250	\$225	FREE with print booking!

- 10% premium for all guaranteed positions (not including covers).
- Rates for stitched and poly-bagged inserts available upon request.
- Costs incurred for publication-produced ads or non-compatible electronic files will be charged to the advertiser.
- Rates are net of agency commission.
- The publisher and EGM reserve the right to reject advertising that is deemed inappropriate.
- The publisher and EGM cannot be held liable for any material used or claims made in advertising included in this publication.

To reach professionals through *The Keystone Professional* magazine, contact Jeff at your earliest convenience to discuss your company's promotional plans for 2017.

Jeff Kutny, Marketing Manager
jeff@kelman.ca Phone: 866-985-9789

Published for APEGM by:



MAKE AN IMPACT WITH

PREMIUM ADVERTISING OPPORTUNITIES

INSERTS

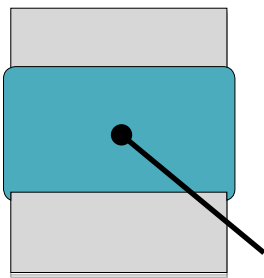
Inserts deliver a highly targeted audience at a fraction of the cost of direct mail. An insert captures the attention of readers and affords you the added flexibility of producing a piece on unique paper stock and of a custom size – from postcard to poster. Inserts may be bound in or tipped (glued) into the magazine. Pricing varies accordingly.

POLYBAGGED INSERTS

Capture the attention of our readers before they even open the cover by including your unique marketing piece on the outside of the magazine within a clear polybag. The options are many – from brochures to posters, catalogs to mouse pads/DVDs and more. This gives you the freedom to include a creative marketing piece that might not otherwise fit in the magazine. Pricing varies accordingly.

BELLYBANDS

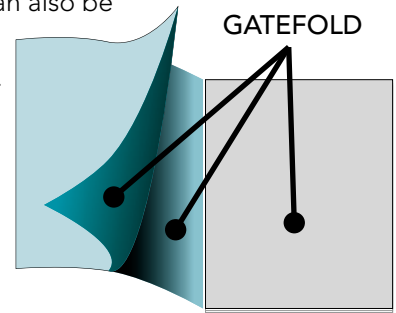
A bellyband is a band of paper with your message on it that is wrapped around the magazine. Readers will see your piece as it will have to be removed before they can read their issue. The bellyband can contain your message on both sides of the piece. Pricing varies accordingly.



BELLYBAND

PREMIUM GATEFOLDS

Maximize the impact of your message with a three-page gatefold, which is a two-page spread advertisement that opens up from the inside front cover (it can also be purchased for the back cover). It includes the inside front (or back) cover, thus allowing three full pages of advertising.



GATEFOLD

CONTACT YOUR SALES ASSOCIATE
FOR RATES, MATERIAL DUE DATES AND SPECIFICATIONS.

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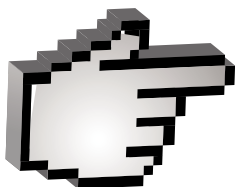
Keystone Professional
available online

FREE
to print
advertisers

With print and electronic communication operating hand-in-hand you can take advantage of the fact that *The Keystone Professional* magazine is available online in a highly interactive format.

A user-friendly, interactive Media Rich PDF format that includes:

1. Active hyper-links to all websites and e-mails contained in the publication
2. Active links to the specific stories from the front cover and contents page
3. Active links to advertiser websites from their ads



Visit us online, www.apegm.mb.ca

Production Requirements:

- Adobe InDesign CC
- Adobe Photoshop CC
- Adobe Illustrator CC

(earlier versions of the above programs are also acceptable.)

- We accept tifs, jpegs, eps and pdf files at a resolution of at **least 300 dpi**
- Ads must be prepared to the correct dimensions and shape, or be subject to production charges
- **ALL FONTS** used must be included
- **ALL LINKS / IMAGES** used must be included
- All pantone/spot colours **MUST** be converted to **CMYK**
- Include a hard copy (colour or black proof) or e-mail a pdf for proofing purposes

- We support **CDs** and **DVDs**
- All above requirements for sending electronic files apply to sending by e-mail
- Use **STUFFIT** or **WINZIP** to compress large files
- Attach all related files (fonts, links, graphics)
- **DO NOT** embed files in your e-mail or Word document
- Contact us for **ftp site information** for files that are too large to e-mail
- Include a pdf for proofing purposes, or fax a hard copy to 866-985-9799
- Costs incurred for publication-produced ads or non-compatible electronic files will be charged to advertiser. Minimum charge \$50.00

Please submit ad material to:

STEFANIE HAGIDIAKOW
Ph: 866-985-9790
Fax: 866-985-9799
E-mail: stefanie@kelman.ca



Craig Kelman & Associates
3rd Floor - 2020 Portage Ave.
Winnipeg, Manitoba R3J 0K4
www.kelman.ca

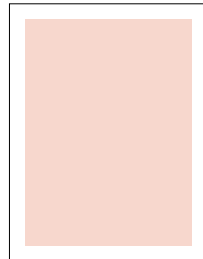
Ad Submission Information

AD DIMENSIONS

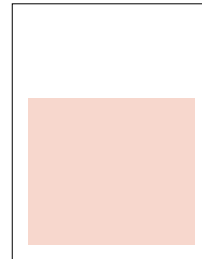
Ad Size	Width	Depth
Double Page Spread		
Bleed	16.75"	11"
Trim	16.5"	10.75"
Live Area	15.5"	9.5"
Full page		
Bleed	8.5"	11"
Trim	8.25"	10.75"
Live Area	7"	9.5"
2/3 horizontal	7"	6.125"
2/3 vertical	4.625"	9.5"
1/2 island	4.625"	7"
1/2 horizontal	7"	4.625"

Ad Size	Width	Depth
1/3 square	4.625"	4.625"
1/3 vertical	2.125"	9.5"
1/3 banner	7"	3.25"
1/4 horizontal	4.625"	3.375"
1/4 vertical	3.375"	4.625"
1/4 banner	7"	2.5"
1/6 horizontal	4.625"	2.125"
1/6 vertical	2.125"	4.625"
1/6 banner	7"	1.625"
1/8 horizontal	3.375"	2.125"
1/8 vertical	2.125"	3.375"

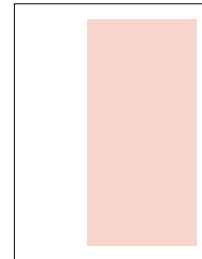
Full page



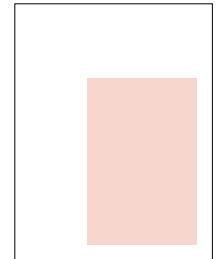
2/3 Horizontal



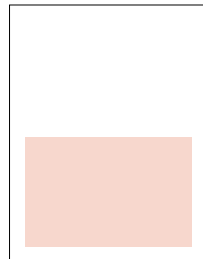
2/3 Vertical



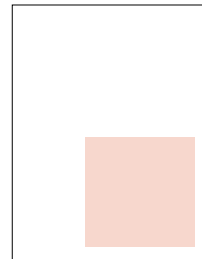
1/2 Island



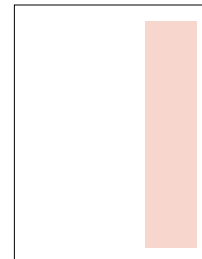
1/2 Horizontal



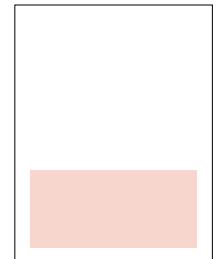
1/3 Square



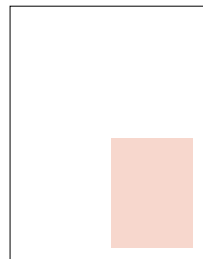
1/3 Vertical



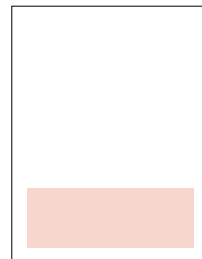
1/3 Banner



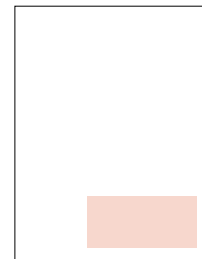
1/4 Vertical



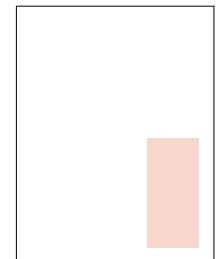
1/4 Banner



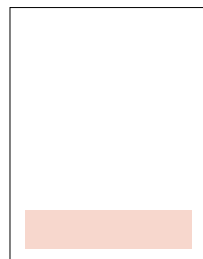
1/6 Horizontal



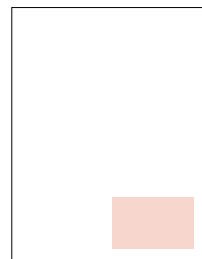
1/6 Vertical



1/6 Banner



1/8 Horizontal



1/8 Vertical

