

# Alberta innovators

Connect to  
**ALBERTA'S**  
**\$1.92 billion**  
**CONSULTING**  
**ENGINEERING**  
**INDUSTRY**



## Media Kit 2012

**DATES TO REMEMBER FOR THE FEBRUARY EDITION**

Ad CLOSE: **December 9, 2011**

MATERIAL DUE: **January 7, 2012**

RELEASE DATE: **February 10, 2012**



**Venture**  
PUBLISHING INC.

# WHEN IT COMES TO ENGINEERING, IT'S QUALITY OVER QUANTITY THAT MAKES THE DIFFERENCE.

When it comes to advertising, *Alberta Innovators* will connect you with the most qualified consulting engineers in Canada.

**Alberta Innovators is the official magazine of the Consulting Engineers of Alberta (CEA)** and every year, more than 3,600 copies are distributed to the decision makers and stake holders of CEA member firms, government policy makers, and construction industry executives. These readers are the core of Alberta's \$1.92 billion consulting engineering industry.

The release of the magazine coincides with CEA's Showcase Awards (mid February). By advertising in this issue of *Alberta Innovators*, you are able to congratulate the award recipients, and reach the influential attendees at the awards reception. Post event, the publication remains a popular reference throughout the year, providing you with long-term targeted advertising value.

Alberta Innovators reaches more than **85 CEA** corporate member consulting engineering businesses – which employ almost **8,000** people and contribute more than **\$1.92 billion** annually to the Alberta economy

## Who Should advertise in *Alberta Innovators*?

- CEA member consulting engineering firms
- Construction companies
- Construction and heavy equipment suppliers
- Architects
- Associations
- Suppliers of high-tech products or services to the engineering industry
- Water technology companies
- Emergency services providers
- Insurance companies
- Mechanical contractors
- Personnel companies
- Any organization that wants to attract the attention of the **\$1.9 billion consulting engineering industry**

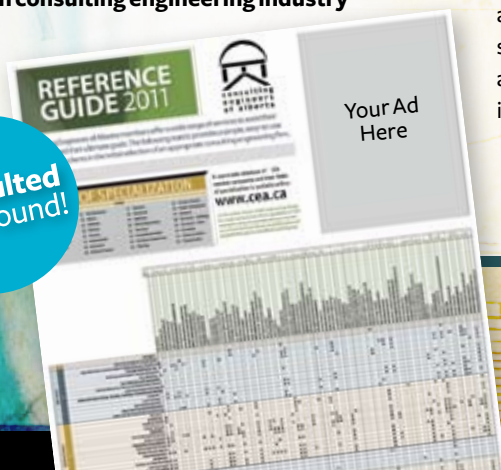
## Who reads *Alberta Innovators*?

- CEA member firms and employee representatives
- Related municipal, provincial and federal government departments and agencies
- Universities, colleges and technical institutions
- Industrial clients in the construction, energy (oil, gas, mining and electrical industries), forestry and environmental industries
- Architecture and construction industries
- Industry Media and News

## Reference Guide 2012: Advertising with a shelf-life

Every issue of *Alberta Innovators* includes the Reference Guide; a fold out, stand-alone listing of every CEA firm and what they specialize in. Consulted and used year-round, advertisements appearing in this listing will be viewed multiple times by important business prospects.

Consulted year-round!





Engineering exports are valued at over \$492 million, over 80% attributed to consulting engineering and geoscience services

## Inside this issue

### The 2012 Showcase Awards

*Alberta Innovators* profiles the winners of CEA's Showcase Awards. These awards recognize excellence in engineering, added value and technology innovation in the sector.

### The Value of a Knowledge-Based Industry

In this piece, the role of consulting engineers will be examined, specifically the big picture value that this knowledge-based industry brings to the province and to all Albertans.

### The New West Partnership

What does the New West Partnership mean for the consulting engineering industry? This story will examine the specific agreements signed under the partnership and their implications for consulting engineers and the industry as a whole.

### The Best Procurement Practices

Clients in public and private sectors turn to consulting engineers for a variety of services. Selecting the right consulting engineer helps to determine the ultimate success of the project. How though, can municipalities and other public bodies making these purchases get the best value? *Alberta Innovators* investigates.

### Fast Industry facts

- Alberta's engineering, architecture and construction firms account for approximately 16% of Alberta's gross domestic product
- Engineering exports are valued at over \$492 million, over 80% attributed to consulting engineering and geoscience services
- *Alberta Innovators* reaches more than 85 CEA corporate member consulting engineering businesses – which employ almost 8,000 people and contribute more than \$1.92 billion annually to the Alberta economy

### The publisher

Venture Publishing Inc. is the award-winning publisher of *Alberta Venture*, *Alberta Oil* and *unlimitedmagazine.com*. As a full-service publishing company it regularly publishes *Tracks & Treads* for Finning Canada, *Grip* for Alberta Mental Health Board, *Open Mind* for Merit Contractors, *Petroleum Services News* for the Petroleum Services Association of Canada, *Hard Hat* for the Council of Carpenters and Allied Workers and a host of other contract publications. Working with CEA, Venture Publishing will produce an effective, vibrant publication that reflects the CEA mission.

# Alberta innovators

## Advertising rates

(RATE BASE 3,600 COPIES)

Rates are quoted in net dollars.

Unit	Colour	B&W
Full page	\$2,705	\$2,040
2/3 page (V)	\$2,440	\$1,835
1/2 page (V/H/M)	\$1,755	\$1,330
1/3 page (V/H/S)	\$1,220	\$920
1/6 page (V/H)	\$690	\$515
DPS	\$4,875	N/A
1/2 DPS	\$3,245	\$2,440

### Covers

OBC	\$3,120	N/A
IFC/IBC	\$2,845	N/A

Rates are quoted in net dollars.

### Inserts and outserts

Rates available on request

## CONTACT US

For further details or to discuss your advertising needs, contact Venture Publishing

### EDMONTON SALES OFFICE

T (780) 990-0839  
F (780) 425-4921  
E sales@albertaventure.com

### CALGARY SALES OFFICE

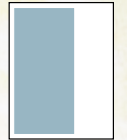
T (403) 228-4337  
F (780) 452-7588  
E calgarysales@albertaventure.com

## Ad specifications

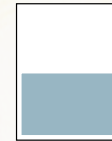
(IN INCHES)



Full page (trim: 8.25" x 10.75")  
island: 7.375" x 9.875"  
bleed: 8.75" x 11.25"



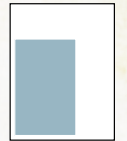
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1/2 page horiz  
7.375" x 4.875"



1/2 page vert  
3.625" x 9.875"



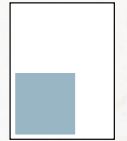
1/2 page mini  
4.75" x 7.5"



1/3 page vert  
2.25" x 9.875"



1/3 page horiz  
7.375" x 3.125"



1/3 page square  
4.75" x 4.875"



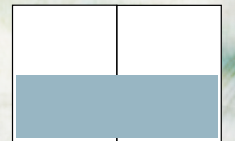
1/6 page vert  
2.25" x 4.875"



1/6 page horiz  
4.75" x 2.375"



DPS (trim: 16.5" x 10.75")  
island: 15.625" x 10.75"  
bleed: 17.5" x 10.75"



1/2 DPS  
island: 15.625" x 4.875"  
bleed: 17.5" x 5.8125"

**HOW TO  
SUBMIT  
YOUR AD**

Visit [www.advertisewithventure.com/ftp.htm](http://www.advertisewithventure.com/ftp.htm)  
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Alternatively,  
email [production@venturepublishing.ca](mailto:production@venturepublishing.ca)  
call 780.990.0839 ext. 257  
or toll free on 1.866.227.4276 ext. 257