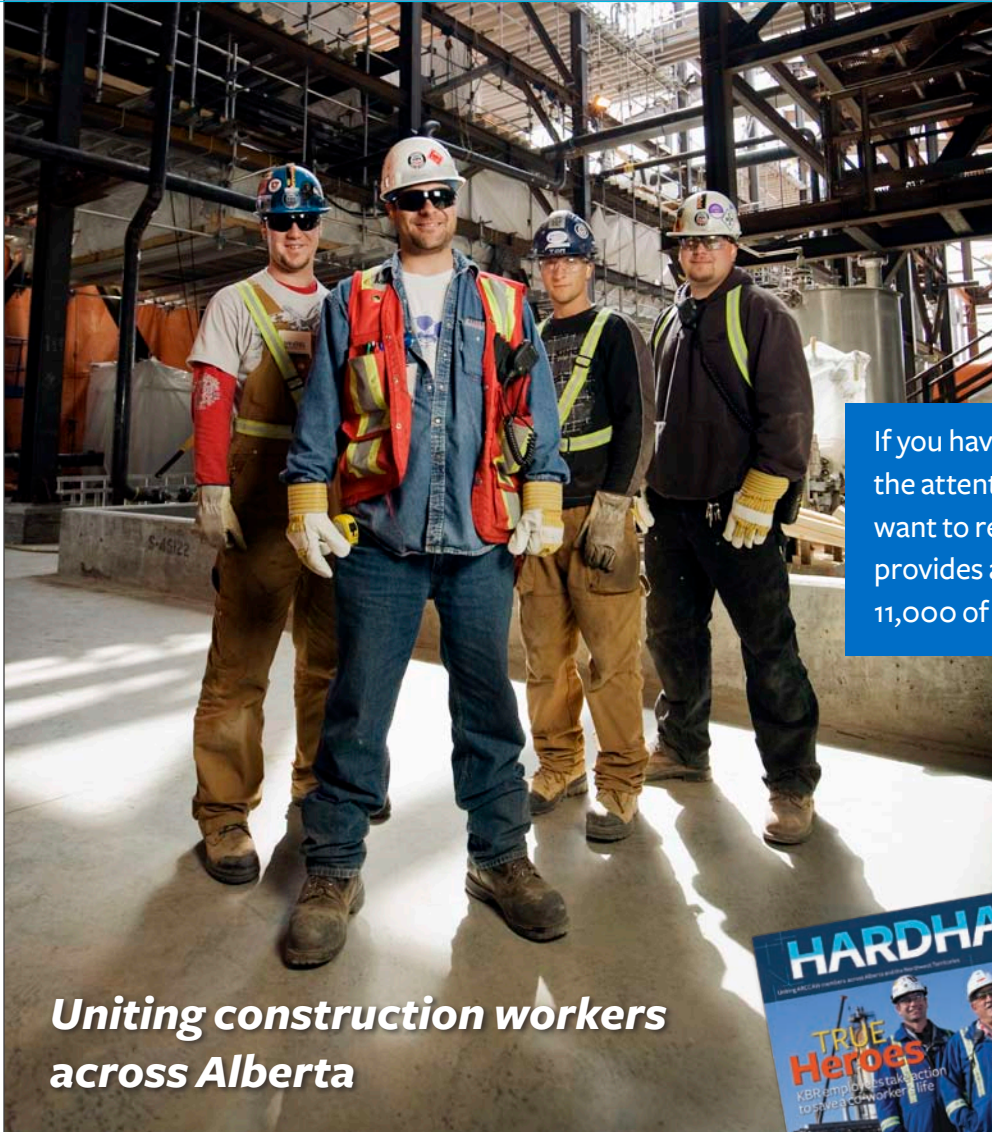


HARDHAT

The heart of Alberta's construction industry

Media Kit 2012



**Uniting construction workers
across Alberta**

The Alberta Regional Council of Carpenters and Allied Workers represents more than 11,000 members working across several construction industries, including carpenters, millwrights, scaffolders, interior system mechanics, roofers and floor layers.

If you have products or services that demand the attention of the construction industry and want to reach this key target audience, *Hard Hat* provides a unique forum to access more than 11,000 of the sector's key decision-makers.



Venture
PUBLISHING INC.



KEY DATES

SPRING 2012 ISSUE

Advertising close: March 16, 2012
Materials due: March 26, 2012
Release date: April 27, 2012

SUMMER 2012 ISSUE

Advertising close: June 8, 2012
Materials due: June 18, 2012
Release date: July 20, 2012

FALL 2012 ISSUE

Advertising close: September 7, 2012
Materials due: September 17, 2012
Release date: October 19, 2012

WINTER 2013 ISSUE

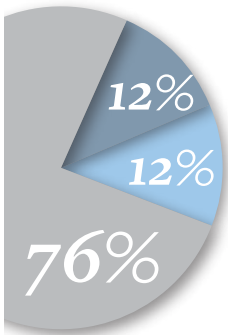
Advertising close: December 12, 2012
Materials due: January 2, 2013
Release date: February 4, 2013



Hard Hat is the quarterly magazine of the Alberta Regional Council of Carpenters and Allied Workers, covering the people, projects and issues facing Alberta's construction industry. It is the place for industry news and views for the organization's members, and an authoritative voice on everything from training and safety to the industry's big-picture topics and best practices. The magazine also provides a round-up of local member news and updates.

Produced by Venture Publishing, *Hard Hat* is the only magazine in the province that speaks directly about and communicates effectively with Alberta Regional Council of Carpenters and Allied Workers' members, managers and senior executives, contractors, owners, clients and government representatives.

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, *Alberta Innovators* for the Consulting Engineers of Alberta, *Grip* for Alberta Mental Health Board and *Petroleum Services News* for the Petroleum Services Association of Canada.



Who reads *Hard Hat*?

Each issue, 11,000 copies of *Hard Hat* will be distributed to members of the Alberta Regional Council of Carpenters and Allied Workers across the province, including:

- Carpenters (76%)
- Millwrights (12%)
- Industrial shop workers (12%)
 - Contractors, Owner/Clients

PLUS: Key government and regulatory officials

Who should advertise in *Hard Hat*?

- Construction product suppliers
- Equipment rental, repair and maintenance companies
- Organizations that advocate workplace safety
- Employee benefit programs
- Employment agencies which specialize in the trades
- Colleges, universities and technical schools which provide construction training and upgrading
- Insurance companies
- Investment firms
- Telecommunications companies
- Banks
- Lawyers
- Accountants

Why advertise in *Hard Hat*?

This unique publication enables your business to:

- Reach 11,000 members and key decision-makers in the construction industry
- Place your products or services in front of construction firms who are looking to buy
- Raise your company's profile among the next generation of construction workers



REGULAR Departments

In addition to our cover features, *Hard Hat* includes a number of regular columns.

Site Lines

News and views from around the region

Training and Apprenticeship Report

Keeping ARCCA members up-to-date on the educational developments and opportunities in Alberta

Millwrights Local 1460 Report

Timely info on union events, elections, and initiatives

KidZone

Colourful, fun, and designed to bring quick facts and interesting ideas to ARCCA families

Specialty Magazine ADVERTISING

The most effective way for your brand to reach the construction industry.

Industry-specific business magazines like *Hard Hat* are extremely powerful advertising tools for companies looking for opportunities in the Albertan construction sector. This is because targeted business magazines offer the **lowest cost per thousand qualified business prospects** out of any other medium available. Your brand message reaches union leaders, employees, and company directors executives that determine business budgets and future purchasing.



HARDHAT

Uniting construction workers across Alberta

Advertising rates

(Rate base 11,000)

Full colour	1x	2x	4x
Full page	\$2,435	\$2,255	\$2,070
2/3 page	\$2,194	\$2,029	\$1,864
1/2 page	\$1,586	\$1,468	\$1,350
1/3 page	\$1,097	\$1,015	\$932
1/6 page	\$612	\$567	\$520

Double page spread	\$4,630	\$4,285	\$3,641
1/2 Double page spread	\$3,043	\$2,817	\$2,585

Covers

Obc	\$2,925	\$2,709	\$2,487
Ifc/ibc	\$2,796	\$2,590	\$2,379

Inserts and outserts

Rates available on request

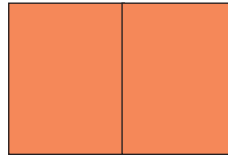
Rates are quoted in net dollars

Ad specifications (in inches)

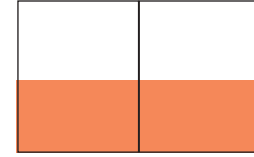
Magazine trim size - 8.25" x 10.75"



Full page (trim: 8.25" x 10.75")
Island: 7.375 x 9.875"
Bleed: 8.75 x 11.25"



DPS (trim: 16.5" x 10.75")
Island: 15.625 x 9.875"
Bleed: 17 x 11.25"



1/2 DPS
Island: 15.625 x 4.875"
Bleed: 17 x 5.1825"



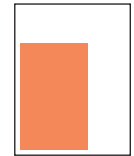
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4.75 x 9.875"



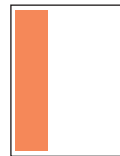
1/2 page horiz
7.375 x 4.875"



1/2 page vert
3.625 x 9.875"



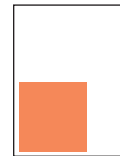
1/2 page mini
4.75 x 7.5"



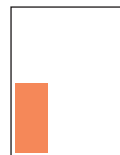
1/3 page vert
2.25 x 9.875"



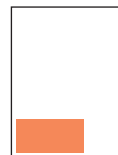
1/3 page horiz
7.375 x 3.125"



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"

Contact information

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

EDMONTON

Tel: 780-990-0839 Toll free: 1-866-227-4276

E-mail: sales@venturepublishing.ca

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Tel: 1-403-228-4337 Toll free: 1-866-227-4276

E-mail: calgarysales@venturepublishing.ca

How to submit your ad

Visit www.advertisewithventure.com/ftp.htm

and follow the easy, online instructions to upload your digital advertisement via our ftp site.

Alternatively, email: production@venturepublishing.ca

or call: 780-990-0839 ext. 257

or toll-free: 1-866-227-4276 ext. 257