

# Accolades

The Official Publication of Consulting Engineers of Ontario



2015  
RATES & DATA



# Accolades

The Official Publication of Consulting Engineers of Ontario

Accolades is an annual publication dedicated to highlighting excellence, news and achievements in Ontario's engineering industry.

Accolades showcases award-winning engineering projects by CEO members that demonstrate both merit and excellence.

**This year Consulting Engineers of Ontario will celebrate its 40th Anniversary. Founded in 1975, Consulting Engineers of Ontario has represented the business interests of engineering firms in Ontario for now 40 years. From Queen's Park to municipal council, CEO is a trusted and valuable resource for governments and members.**

## CEO MEMBER SPECIALIZATIONS

- Project Management
- Industrial
- Environmental
- Structural
- Building Science
- Transportation
- Planning
- Municipal
- Energy
- Electrical
- Mechanical
- Research
- Surveying and Mapping
- Forensic
- Materials
- Agriculture
- Temporary Works
- Geotechnical
- Marine and Coastal
- Computer Science

## AUDIENCE

As the official publication of the CEO, Accolades is delivered to each of its members. The associations' members include **200 companies** with nearly **20,000 employees and affiliates**.

## DISTRIBUTION:

- Industry competitions
- Awards Galas
- Seminars & courses
- Mailed to CEO members

# Reach a target audience of engineering professionals in Ontario

**2,500+** copies of Accolades are distributed in print and electronically.

## ACCOLADES REACHES:



### BUSINESSES

- CEO members: 200 consulting engineer firms in Ontario



### ACADEMIC INSTITUTIONS

- Faculties of Engineering in Ontario



### GOVERNMENT

- Municipal, provincial and federal employees
- Procurement managers
- MPs and MPPs
- Ministries and agencies that use and/or regulate engineering services
- Legislators and policy-makers



### ASSOCIATIONS

- Groups representing the design and construction sectors, including architects, contractors and public buyers

## ADVERTISING OPPORTUNITIES

Accolades will direct Ontario's engineering community to your brand. Advertise in Accolades to build your presence in the engineering industry.

- CEO represents upwards of 90% of the total dollars spent on engineering services related to public infrastructure in Ontario
- CEO member firms practice nationally and internationally
- Canada has been the third largest exporter of engineering services in recent years, after the U.S. and U.K.\*

Source: \*CEO Annual Report, June 2013

## ACCOLADES DIGITAL ISSUE

Readers can access Accolades online – Extend your brand's reach even further!

Take advantage of these enhanced features to grow your business and increase your visibility:

### Hyperlinking Advertisements/ Hyperlinking Company Websites

Drive traffic directly to your online promotion and marketing campaign

### Embed Video or Audio Files Directly into Your Advertisement

Generate greater awareness of your products and services and increase reader engagement instantaneously

### Interactive Index to Advertisers

Readers can directly contact an advertiser within the publication

### ISSUE AND CLOSING DATES

Space Closing	Material Closing
March 5, 2015	March 12, 2015

### ADVERTISING RATES (NET RATES)

4C	1X	COVERS	1X
Full Page	\$ 2,330	OBC	\$ 3,130
2/3 Page	\$ 1,810	IFC/IBC	\$ 2,960
1/2 Page (Island)	\$ 1,460		
1/2 Page	\$ 1,350		
1/3 Page	\$ 1,090		
1/4 Page	\$ 950		
1/6 Page	\$ 780		
1/8 Page	\$ 630		
DPS	\$ 3,480		

#### Cover & Premium Positions Includes Colour

**B&W:** 25% off colour rate

**Inserts & Belly Bands:** Available upon request

**Guaranteed Position:** 15% extra

**Advertising Agencies:** Please add 15%

### DIMENSIONS

	Width		Height
Full Page (Trim)	8.375"	x	10.875"
Full Page (Bleed)	8.625"	x	11.125"
Full Page (Live Area)	7"	x	9.5"
2/3 Page (Horizontal)	7"	x	6.25"
2/3 Page (Vertical)	4.625"	x	9.5"
1/2 Page (Island)	4.625"	x	7"
1/2 Page (Vertical)	3.375"	x	9.5"
1/2 Page (Horizontal)	7"	x	4.625"
1/3 Page (Horizontal)	7"	x	3"
1/3 Page (Vertical)	2.125"	x	9.5"
1/3 Page (Square)	4.625"	x	4.625"
1/4 Page (Horizontal)	4.625"	x	3.375"
1/4 Page (Vertical)	3.375"	x	4.625"
1/4 Page (Banner)	7"	x	2.125"
1/6 Page (Horizontal)	4.625"	x	2.125"
1/6 Page (Vertical)	2.125"	x	4.625"
1/8 Page (Horizontal)	3.375"	x	2.125"
1/8 Page (Vertical)	2.125"	x	3.375"
DPS (Trim)	17"	x	10.875"
DPS (Bleed)	17.25"	x	11.125"

### MECHANICAL REQUIREMENTS

**Electronic Material: Digital files only. PDF/X-1a files are preferred.** Alternate acceptable formats include: Macintosh format, QuarkXPress 9, InDesign CS6, Illustrator CS6, Photoshop CS6 (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (**CMYK only**). **To ensure the accuracy of all advertisements, a full-size colour proof must be provided.** The publisher shall not be liable for any advertisements received without a colour proof.

**File Transfer Media:** DVD, CD, FTP or E-mail. Smaller files can be e-mailed up to a maximum file size of 10MB. Send to **design@dvetail.com** and **jforbes@dvetail.com**.

**FTP Site:** ftp.dvetail.com. Please send an e-mail to ftp@dvetail.com for password information for the *Accolades* FTP site.

**Design Services:** Complete design services are available at an additional charge. For details, please contact: Roberta Dick, robertad@dvetail.com or Joanna Forbes, jforbes@dvetail.com | Ph: 905.886.6640

### DIGITAL ADVERTISING

**Submission Guidelines:** We can accept rich media. Please see below for accepted file formats. Advertisement animation of any format may run for a maximum of 30 seconds. Audio clips will play automatically.

#### Formats Accepted:

**AUDIO:** mp3: mpeg1, audio layer 3, **wav:** uncompressed audio file  
**wma:** windows media file

**VIDEO:** ogg: a file type capable of video, audio and subtitles, **avi:** audio video interleave, **mpg or mpeg:** moving picture experts group, **mov:** the quicktime video file format, **wmv:** windows media video file

**FLASH:** flv: flash video file, **swf:** shockwave file

### TERMS & CONDITIONS

**Agency Commission:** Fifteen per cent (15%) of gross to recognized agencies.

**Terms:** Net 30 days. Two per cent (2%) per month interest on overdue accounts.

**Taxes:** Our published rates do not include applicable taxes which will be added to invoices and clearly identified.

**Publisher Conditions:** Advertising material is subject to approval by the publisher. If an advertiser's contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

### MAIL OR FAX CONTRACTS/INSERTION ORDERS AND MATERIAL TO:

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COMMUNICATIONS INC.

Dovetail Communications Inc.  
30 East Beaver Creek Road, Suite 202  
Richmond Hill, ON L4B 1J2  
**Tel:** 905.886.6640 Fax: 905.886.6615  
**E-mail:** accolades@dvetail.com

**Cancellations and space changes not accepted after closing date.**