

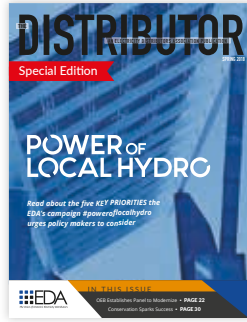
# THE DISTRIBUTOR



*The Voice of Ontario's Electricity Distributors*

## 2018 MEDIA KIT

# About Us



**Published**  
4 times a year



**Circulation**  
2,000

## CON:NECT EVENT SERIES

Bonus distribution throughout the year at our **2018 CON:NECT Events** featuring:



**8** conferences, tradeshows and exhibitions



**5,000** delegates annually

## Trusted by Ontario's Electricity Sector

*The Distributor* is the official publication of the Electricity Distributors Association (EDA), which represents Ontario's local electricity distribution companies (LDCs), their affiliates, stakeholder associations and companies that do business with LDCs. We provide exclusive content tailored to the needs of companies in the electricity sector.

## Letter from the CEO



As the voice of Ontario's electricity distributors, the EDA is working to ensure every issue of *The Distributor* is packed with valuable content that reaches LDCs, partners and policy makers across the province. The magazine highlights sector news, innovations, influencers and events that power prosperity for local hydro companies and the communities they serve.

The electricity sector is evolving rapidly, and *The Distributor* continues to evolve with it. This year, we have redesigned the magazine to provide you with more robust content and more opportunities to share your company news and views with peers, potential partners and customers. Between quarterly print issues, you can stay up to date with our e-newsletter, The Weekly. You can always find us on the web, and we encourage you to connect with us often on Twitter @eda-on.ca.

Our goal has always been to promote the local distribution sector and its impact on communities across Ontario. That's the power of local hydro.

Sincerely,

Teresa Sarkesian  
President & CEO

## The EDA is relied upon by local electricity distributors to:



- Relay key industry intelligence
- Represent their interests and advocate on their behalf
- Keep them up to date on the latest market and regulatory developments
- Provide opportunities to connect with peers and potential partners

# Our Readership

This group invests \$2 billion in capital annually

Only *The Distributor* reaches an exclusive readership across local distribution companies and electricity stakeholders.

Our readers are key staff and board representatives at each of the EDA's 211 member companies.

60

### Local Distribution Companies:

Ontario licensed owners or operators of a distribution system.

11

### Affiliate Members:

Businesses affiliated with a Local Distribution Company, offering services that are not regulated by the Ontario Energy Board.

13

### Associate Members:

Represent a diverse range of other associations and other entities, with an interest in energy or regulated utilities.

127

### Commercial/Commercial Plus Members:

Supplier or service companies that work with a Local Distribution Company.

▶ Local distribution companies deliver electricity to more than 5 million customers across Ontario.



homes



businesses



institutions



industry

## Member Locations Across Ontario





# Purchasing Profile

The majority of our members are C-suite executives



## Our Readers' Roles

- Utility CEOs
- Senior Executives
- Utility Board Members
- Procurement Specialists
- Engineering and Operations
- Finance
- Business Development
- Human Resources
- Information Technology

## An Industry with Impact

Utility Member Companies:



Have **\$19 billion** in assets



Create **10,000** full time jobs



Contribute **100s of millions** of dollars to public revenues every year



Serve the needs of more than **5 million** customers



Undertake nearly **\$2 billion** in capital spending annually

# Integrated Marketing

Customizable packages available; including Sponsored Content

Connect with the busy distribution sector through the resources they use regularly.



## Print

*The Distributor* magazine, published 4x annually, offers a variety of customizable advertising opportunities to fit your needs. Place your brand at the fingertips of this high-tiered readership within the electricity sector.

## Online

The EDA's official website is an active online community where Ontario distributors go for industry knowledge. It features news, events, and Information centre, job search and a social media live feed.

Leaderboard

 [www.eda-on.ca](http://www.eda-on.ca)

Average of **12,789** pageviews per month\*

Source: \*Google Analytics, April 2018



Skyscraper



## The Online Member Handbook

This valued directory is routinely used by members as a reference document throughout the year. It contains detailed contact information and overview information about EDA programs and activities.

# Editorial Calendar



## Dates

Issue	Space Closing	Material Due	Publish Date	Themes
Fall 2018	August 13	August 20	Week of October 1	Keeping the Customer First
Winter 2018	November 2	November 9	Week of January 2	Expanding Local Energy Conservation
Spring 2019	January 31	February 7	Week of March 26	Electrification – Transforming Transportation in Ontario

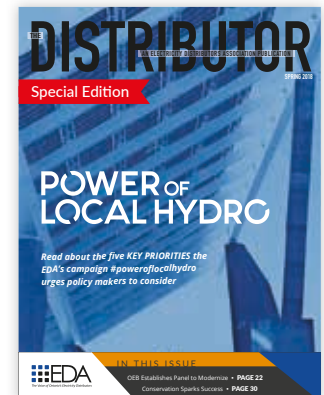
Dates are subject to change

## Editorial

*The Distributor* typically contains 5 – 10 unique and engaging editorial features.

	Latest Sector News
	Advocacy in Action
	Focus on Innovations
	Peer Success Stories

Our content is geared to utility members and the work of the EDA's commercial members.



# 2018 Rates & Data

## Full Color Advertising Rates (gross rates)

	1x	2X	3X	4X
Full Page	\$ 2,550	\$ 2,425	\$ 2,305	\$ 2,190
2/3 Page	\$ 2,295	\$ 2,180	\$ 2,070	\$ 1,965
1/2 Page Island	\$ 2,170	\$ 2,060	\$ 1,955	\$ 1,855
1/2 Page	\$ 1,915	\$ 1,820	\$ 1,730	\$ 1,645
1/3 Page	\$ 1,670	\$ 1,585	\$ 1,505	\$ 1,430
1/4 Page	\$ 1,405	\$ 1,335	\$ 1,270	\$ 1,205
1/8 Page	\$ 765	\$ 725	\$ 690	\$ 655
1/8 Page Marketplace	\$ 460	\$ 435	\$ 415	\$ 395
DPS	\$ 4,335	\$ 4,120	\$ 3,915	\$ 3,720
1/2 DPS	\$ 3,250	\$ 3,090	\$ 2,935	\$ 2,790
OBC	\$ 3,190	\$ 3,030	\$ 2,880	\$ 2,735
IFC/IBC	\$ 3,060	\$ 2,905	\$ 2,760	\$ 2,620

**Covers are non-cancellable, full-page, four-colour process**

**Special positions:** 25% surcharge, space only

**Inserts/outserts:** Rates available on request

**Members receive a 10% discount**

## Online Advertising Rates (gross rates)

	Size (Pixels)	1 Month	3 Months	6 Months
Skyscraper	160 x 600	\$ 290	\$ 785	\$ 1,480
Leaderboard	728 x 90	\$ 350	\$ 945	\$ 1,785

Dimensions (inches)	Width	Depth
Full Page (trim)	8.375	10.875
Full Page (bleed)	8.625	11.125
Full Page (live area)	7	9.5
2/3 page	4.625	9.5
1/2 Island	4.625	7
1/2 Horizontal	7	4.625
1/3 Vertical	2.125	9.5
1/3 Square	4.625	4.625
1/4 Horizontal	4.625	3.625
1/8 Horizontal	3.375	2.125
1/8 Vertical	2.215	3.375
1/8 Marketplace	3.375	2.125

## Mechanical Requirements

**Electronic Material:** Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Macintosh format, QuarkXPress 10, InDesign CC2017, Illustrator CC2017, Photoshop CC2017 (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 color proof must be provided.** The publisher shall not be liable for any advertisements received without a color 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 chimes@dvetail.com.

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

**Design Services:** Complete design services are available at an additional charge.

**For details, please contact:**

Roberta Dick, robertad@dvetail.com or Crystal Himes, chimes@dvetail.com, Tel: 905.886.6640

## 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:

**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: eda@dvetail.com

Website: www.dvetail.com

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

Publisher

# THE DISTRIBUTOR

Electricity Distributors Association (EDA)  
3700 Steeles Avenue West, Suite 1100  
Vaughan, ON L4L 8K8  
Tel (647) 332-5300

Editorial Inquiries: [editorial@eda-on.ca](mailto:editorial@eda-on.ca)

[www.eda-on.ca](http://www.eda-on.ca)



@EDA\_ONT



Electricity Distributors Association



Advertising Sales

# DOVETAIL COMMUNICATIONS

Dovetail Communications Inc.  
30 East Beaver Creek Road, Suite 202  
Richmond Hill, ON L4B 1J2  
Tel (905) 886-6640

[www.dvtail.com](http://www.dvtail.com)



@dvtailmags

Learn more about how EDA's  
advertising can help build your  
brand and your business:

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