

THE DISTRIBUTOR



2020
MEDIA KIT

OUR BRAND

ENGAGING DECISION-MAKERS ACROSS 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.

**PUBLISHED 4
TIMES A YEAR**

**CIRCULATION
2,000**

CON:NECT
EVENT SERIES

**BONUS
DISTRIBUTION**
throughout the
year at our 2020
CON:NECT Events
featuring:

6
conferences,
tradeshows and
exhibitions

1,500+
delegates annually

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. Our magazine provides you robust content and lots of opportunities to share your company news with peers, potential partners and customers. Between quarterly print issues, you can stay up to date with The Weekly and The Commercial Monthly. You can always find us on the web, and we encourage you to connect with us often on Twitter @EDA_ONT and LinkedIn.

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 Sarkensian
President & CEO



THE EDA IS RELIED UPON BY LOCAL ELECTRICITY DISTRIBUTORS TO:

- Relay important 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

READ BY ONTARIO'S INFLUENTIAL LEADERS ACROSS LOCAL DISTRIBUTION COMPANIES + ELECTRICITY STAKEHOLDERS.

OUR READERS ARE KEY STAFF AND BOARD REPRESENTATIVES AT EACH OF THE EDA'S MEMBER COMPANIES.

54

Local Distribution Companies:
Ontario licensed owners or operators of a distribution system.

8

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

8

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

107

Commercial/Commercial Plus Members:
Supplier or service companies that work with a Local Distribution Company.

POWERING OUR PROVINCE

Local distribution companies deliver electricity to over 5 million customers across Ontario.

HOMES | BUSINESSES | INSTITUTIONS | INDUSTRY



MEMBER LOCATIONS ACROSS ONTARIO

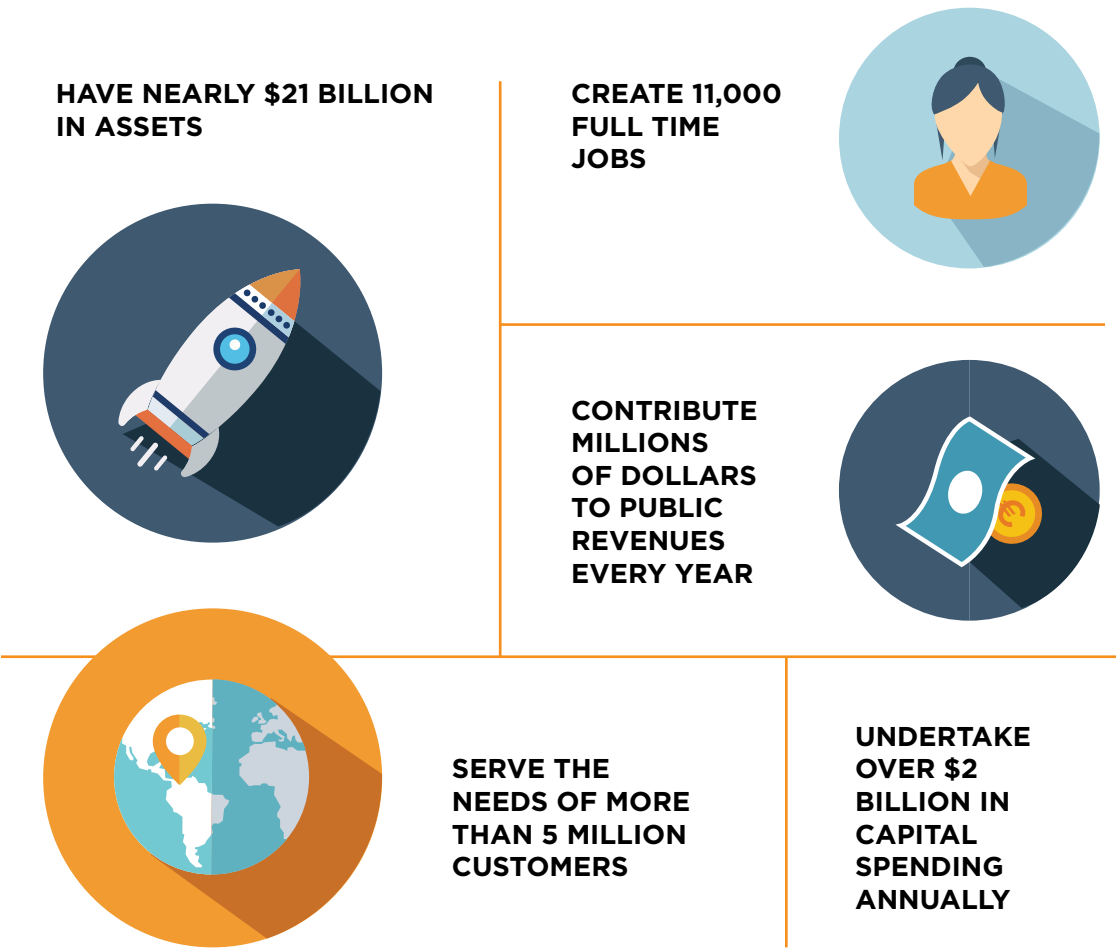
PURCHASING PROFILE

WHO ARE WE REACHING?

| | |
|----------------------------|------------------------|
| UTILITY CEOS | FINANCE |
| SENIOR EXECUTIVES | BUSINESS DEVELOPMENT |
| UTILITY BOARD MEMBERS | HUMAN RESOURCES |
| PROCUREMENT SPECIALISTS | INFORMATION TECHNOLOGY |
| ENGINEERING AND OPERATIONS | GOVERNMENT |

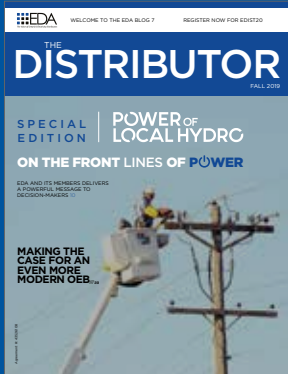
OUR MEMBERS ARE INDUSTRY DRIVERS

Utility Member Companies:



OUR READERS ARE ALMOST EXCLUSIVELY C-SUITE EXECUTIVES

REACH DISTRIBUTION SECTOR LEADERS THROUGH THE PLATFORMS THEY RELY ON.

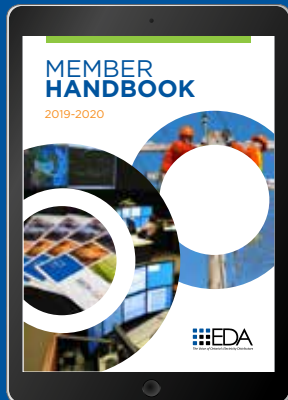


THE DISTRIBUTOR MAGAZINE

Published 4x per year

A range of customizable advertising opportunities

Released in print and digital editions to better suit our readers' needs



THE ONLINE HANDBOOK DIRECTORY

Published annually

Available to all member recipients

An exclusive directory featuring key information about the EDA, officers and staff, councils, districts, member listings, events and awards

All ads include a clickable link to your URL

MEMBERS SPEND OVER 5 MINUTES WITH THE HANDBOOK EACH TIME THEY READ IT

SOME OF THE COMPANIES WE REACH

- Algoma Power Inc.
- Burlington Hydro Inc.
- Canadian Niagara Power Inc.
- Greater Sudbury Hydro Inc.
- Hydro One Network Inc.
- Hydro Ottawa Ltd.
- Infrastructure Ontario
- Kenora Hydro Electric Corporation Ltd.
- Kingston Hydro Corporation
- London Hydro Inc.
- Ministry of Energy
- Ministry of Environment & Climate Change
- Ministry of Transportation
- North Bay Hydro Distribution Ltd.
- Ontario Energy Board
- Ontario Power Generation
- Orillia Power Distribution Corporation

EDITORIAL CALENDAR

DATES

| ISSUE | SPACE | MATERIAL | PUBLISHED (week of) | THEMES |
|--------|------------|------------|---------------------|---|
| Spring | January 31 | February 7 | March 26 | We Put Our Customers First |
| Summer | May 8 | May 15 | July 13 | Local Hydro Is Powerful/EDA Awards |
| Fall | July 24 | August 1 | October 1 | We Are Constantly Innovating |
| Winter | November 2 | November 9 | January 2, 2021 | We Power the Economy and Create Jobs/ There When You Need Us |

Dates are subject to change

EDITORIAL

Offering a range of unique and engaging editorial features that guide and inspire readers.



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.

FULL COLOR ADVERTISING RATES (GROSS RATES)

| | 1x | 2X | 3X | 4X |
|----------------------|-------|-------|-------|-------|
| Full Page | 2,805 | 2,665 | 2,530 | 2,405 |
| 2/3 Page | 2,525 | 2,400 | 2,280 | 2,165 |
| 1/2 Page Island | 2,385 | 2,265 | 2,150 | 2,045 |
| ½ Page | 2,105 | 2,000 | 1,900 | 1,805 |
| 1/3 Page | 1,825 | 1,735 | 1,650 | 1,570 |
| ¼ Page | 1,545 | 1,470 | 1,395 | 1,325 |
| 1/6 Page | 840 | 800 | 760 | 720 |
| 1/8 Page Marketplace | 505 | 480 | 455 | 430 |
| DPS | 4,770 | 4,530 | 4,305 | 4,090 |
| 1/2 DPS | 3,575 | 3,395 | 3,225 | 3,065 |
| OBC | 3,505 | 3,330 | 3,165 | 3,005 |
| IFC/IBC | 3,365 | 3,195 | 3,035 | 2,885 |

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

MECHANICAL REQUIREMENTS

Electronic Material: Digital files only. PDF/X-1a files are preferred. Alternate acceptable formats include: Macintosh format, QuarkXPress 10, InDesign CC, Illustrator CC, Photoshop CC (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:

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.

| 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 Vertical | 3.375 | 4.625 |
| 1/6 Vertical | 2.125 | 4.625 |
| 1/8 Marketplace | 3.375 | 2.125 |

PUBLISHER

Electricity Distributor Association (EDA)

THE **DISTRIBUTOR**

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🐦 @EDA_ONT

🌐 📺 Electricity Distributors Association

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