

2021

EDITORIAL CALENDAR

JANUARY/FEBRUARY

Governance

Space Closing: November 20, 2020

Material Closing: November 27, 2020

MARCH/APRIL

Diversity in Engineering

Space Closing: January 25, 2021

Material Closing: January 29, 2021

MAY/JUNE

The Water Issue

Space Closing: March 25, 2021

Material Closing: April 1, 2021

JULY/AUGUST

Subterranean Engineering

Space Closing: May 27, 2021

Material Closing: June 3, 2021

SEPTEMBER/OCTOBER

The Environment

Space Closing: July 27, 2021

Material Closing: July 30, 2021

NOVEMBER/DECEMBER

Canadian-made Materials & Technologies

Space Closing: September 30, 2021

Material Closing: October 7, 2021

Dates are subject to change

ENGINEERING DIMENSIONS

REGULAR COLUMNS

Awards

Awards won by Ontario's professional engineers

Bulletin Board

Bulletin of events, book, websites and podcasts of interest to engineers

Ethics

Series on ethics in everyday practice

Formation

Issues concerning the qualifications for acquiring and keeping a P.Eng. licence

Gazette

Decisions of engineering discipline and enforcement matters, and regulation changes

Governance

A series of articles on aspects of PEO governance and best practices for governance of regulatory bodies

News

Current PEO events, regulatory trends and issues

Professional Practice

Series on topical practice issues, featuring guidance for the practitioner

Profile

Profiles of Ontario professional engineers who have made contributions to the profession and society through their work

Regulation

Interpretation of the act and regulations and practical examples in the workplace

Viewpoint

A forum for engineers to air their views on issues affecting the profession

86%

of B2B media readers have purchasing influence*

Source: * Magazines Canada, Business Media B2B buyers study respondents

2021 RATE AND DATA

FOUR-COLOUR RATES

	1x	3x	6x
Full	\$8,360	\$7,940	\$7,545
2/3 page	7,525	7,150	6,795
1/2 island	7,105	6,750	6,415
1/2 page	6,270	5,995	5,655
1/3 page	5,435	5,165	4,905
1/4 page	4,600	4,370	4,150
DPS	14,210	13,500	12,825
OBC	10,450	9,930	9,435
IFC/IBC	10,030	9,530	9,055

Covers are non-cancellable, full-page, four-colour process
Special positions: 25% surcharge, space only

Inserts/outserts: Rates available on request

PRODUCT FILE

	1x	3x	6x
	\$1,180	\$1,120	\$1,065

Full-colour guide to catalogues, brochures and literature
Unit size: 3.5" (w) x 2.6875" (h)

INDUSTRY PROFILE

1/3 horizontal, 50-75 words, plus logo and image. **\$2,500**
Unit size: 7" (w) x 2.5625" (h)

CAREER, CLASSIFIED & APPOINTMENT NOTICES ADVERTISING

Minimum: Two column inches, \$450
Each additional column inch, \$225
More than seven column inches, use display rates

PROFESSIONAL DIRECTORY

Three insertions: \$1,185 (\$395 ea)
Six insertions: \$1,805 (\$300.83 ea)
Unit size: 3.3125" (w) x 1.25" (h) Minimum: Three insertions

DIGITAL EDITION ADVERTISING

Embedded images, audio & video, pop-ups and digital overcovers
Rates available upon request.

DIGITAL EDITION LANDING PAGE*

Unit size: 100 pixels (w) x 600 pixels (h)
Maximum file size is 80kb. Please send in JPG format.

	1X	3X	6X
Skyscraper	\$1,290	\$1,225	\$1,165

*2 positions available to a maximum of 3 advertisers per position.

DIGITAL EDITION EBLAST

Unit size: 530 pixels (w) x 140 pixels (h) **1X**
Top leaderboard **\$1,995**
Bottom leaderboard **1,695**

DIMENSIONS (INCHES)

WIDTH DEPTH

Full Page (Trim)	8.125	10.875
Full Page (Bleed)	8.375	11.125
Full Page (Live Area)	7	10
2/3 Page	4.625	10
1/2 Island	4.625	7.5
1/2 Horizontal	7	4.875
1/3 Vertical	2.125	10
1/3 Square	4.625	4.875
1/4 Horizontal	4.625	3.375
1/4 Vertical (classified only)	3.375	4.875
Column Width	2.125	—
Double Column	4.625	—
Number of Columns	3	—

Note: 1) On full-page ads, please ensure that no words or photos appear outside the live-area dimensions (7" x 10")
2) Please include crop marks and leave a bleed of .125 inch if required
3) All fractional ads must have a black 0.5 keyline frame

MECHANICAL INFORMATION

Electronic material: Digital files only. PDF/X-1a: 2001 files are preferred. Alternate acceptable formats include: Macintosh format, InDesign CC, QuarkXPress 9, 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 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 email. Smaller files can be emailed 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 email to ftp@dvetail.com for password information for the 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.

Cancellations and space changes not accepted after closing date.

MAIL, FAX OR EMAIL CONTRACTS/INSERTION ORDERS AND MATERIAL TO:

DOVETAIL

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