

THE VOICE OF THE CONSTRUCTION INDUSTRY IN MANITOBA

# BUILD MANITOBA

Official Publication of the Winnipeg Construction Association

## 2024 Media Planner

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## About WCA

Winnipeg Construction Association (WCA) is an incorporated, not-for-profit trade association representing commercial contractors and suppliers throughout Manitoba. We currently have more than 700 member firms, including manufacturers, suppliers, financial institutions, lawyers, insurance and bonding companies and brokers.

We offer a variety of valuable services to our members, including valuable construction information, education sessions designed specifically for the ICI construction industry, networking events where members can have fun while growing their business contacts, and advocacy with all levels of government as it pertains to the construction industry.

We are the most trusted source of construction information, and have been for over 100 years. Our dedicated team brings you 2,000-2,500 projects per year. As Manitoba's largest construction association, we play a strong role in advocating for the industry at all three levels of government. We strive to help create the best possible business environment for our members.

## The Magazine

*Build Manitoba* is the official publication and voice of Winnipeg Construction Association (WCA) and is the most reliable source of information and insights focusing on the main priorities of the organization. WCA works to hold the construction conversation wherever possible with its portfolio of products and services designed to reach key players involved in the industry.

*Build Manitoba* is a vital source for WCA members, providing key industry information and analysis on the latest issues, projects, training and events. This magazine is an excellent means of communication within the industry, providing not only a forum for corporations and service organizations to interconnect, but also delivering the latest news, updates, profiles, case studies and detailed trends.



## Publishing Dates

ISSUE	PUBLISH	MATERIAL DUE
Volume 1	April 2024	February 2024
Volume 2	June 2024	April 2024
Volume 3	September 2024	July 2024
Volume 4	December 2024	October 2024

## Read Online

Click on the magazine to view the latest issue of ***BUILD MANITOBA*** in your browser for free!

Click [HERE](#) for information on digital advertising. If you have any questions or concerns about your digital advertising needs, please contact your MediaEdge Sales Representative.

# Why Advertise

## UNPARALLELED EXPOSURE!

*Build Manitoba* provides informative editorial content and unparalleled exposure to a widespread scope of participants across the province. This magazine is distributed to 3,000 industry professionals and organizations throughout Manitoba, ensuring your business' message is front and centre. Advertising in this magazine is an extraordinary opportunity, providing you direct access to a dedicated audience. The magazine is also distributed every year at trade shows, conferences and in WCA's Construction Education Centre.

## Your Target Audience

Your company's ad will be viewed by a wide and diverse variety of readers. *Build Manitoba* is the top resource decision makers turn to for updates on the construction industry in the province. Advertising in this magazine offers you the exceptional opportunity to reach a target audience of key industry personnel, decision makers and leaders, including categories such as:

- ▶ Accountants
- ▶ Architects
- ▶ Bankers
- ▶ Business Leaders
- ▶ Civic Officials
- ▶ Consultants
- ▶ Contractors
- ▶ Developers
- ▶ Electrical Contractors
- ▶ Engineers
- ▶ General Contractors
- ▶ Insurance Firms
- ▶ Interior Designers
- ▶ Lawyers
- ▶ Manufacturers
- ▶ Mechanical Contractors
- ▶ Mediators
- ▶ Surveyors

## CONSTRUCTION INFORMATION

At the core of what we do is construction information, which we provide through two platforms, WCA BuildCast and WCA BuildWorks.



BuildWorks is our accurate, reliable and timely online platform. In 2021, BuildWorks posted 2,273 projects.

As an owner or contractor, by hosting your project on WCA BuildWorks, you:

- ▶ Gain greater visibility and the most competitive prices from capable contractors.
- ▶ Have a one-stop shop for project plans, specs and addendums.
- ▶ Expose your project to a maximum number of quality contractors.

As a sub-trade, supplier or service provider, you gain access to a platform for project bidding opportunities for:

- ▶ Upcoming opportunities.
- ▶ Private projects you won't find on other platforms.
- ▶ Our 700 members that provide you with premium procurement and business development opportunities.

Interested in a free walkthrough on the BuildWorks Online Planroom? Contact us at [cis@winnipegconstruction.ca](mailto:cis@winnipegconstruction.ca) to set up a demo.

## UPCOMING EVENTS

- ▶ **Chair's Reception**
- ▶ **WCA Annual Golf Tournaments**
- ▶ **Builders' Night Gala**
- ▶ **Manitoba Building Expo**

# Advertising Rates

## Cover and Premium Positions (INCLUDES FOUR COLOUR)

SIZE	WIDTH	DEPTH	4X RATE	2X RATE
Inside Back Cover	8.375"	10.875"	\$2,889.50	\$2,999.50
Inside Front Cover	8.375"	10.875"	\$2,899.50	\$2,999.50
Outside Back Cover	8.375"	10.875"	\$2,999.50	\$3,299.50

\* MUST have .125" of bleed

## Full-Colour Rates

SIZE	WIDTH	DEPTH	4X RATE	2X RATE	1X RATE
DPS trim*	16.75"	10.875"	\$3,499.50	\$3,699.50	\$3,999.50
Full Page trim*	8.375"	10.875"	\$2,849.50	\$2,969.50	\$2,999.50
2/3 Vertical	4 5/8"	9.5"	\$2,509.50	\$2,739.50	\$2,849.50
2/3 Horizontal	7"	6.333"	\$2,509.50	\$2,739.50	\$2,849.50
1/2 Horizontal	7"	4.583"	\$1,879.50	\$1,999.50	\$2,169.50
1/2 Vertical	4.583"	7"	\$1,879.50	\$1,999.50	\$2,169.50
1/2 Long Vertical	3.333"	9.5"	\$1,879.50	\$1,999.50	\$2,169.50
1/3 Square	4.583"	4.583"	\$1,609.50	\$1,719.50	\$1,729.50
1/3 Horizontal	7"	3"	\$1,609.50	\$1,719.50	\$1,729.50
1/3 Vertical	2.1667"	9.5"	\$1,609.50	\$1,719.50	\$1,729.50
1/4 Horizontal	4.583"	3 3/8"	\$1,259.50	\$1,429.50	\$1,609.50
1/4 Vertical	3.333"	4.583"	\$1,259.50	\$1,429.50	\$1,609.50
1/4 Banner	7"	2 1/8"	\$1,259.50	\$1,429.50	\$1,609.50
1/6 Horizontal	4.583"	2.1667"	\$919.50	\$1,209.50	\$1,259.50
1/6 Vertical	2.1667"	4.583"	\$919.50	\$1,209.50	\$1,259.50
1/8 Horizontal	3.333"	2.1667"	\$629.50	\$749.50	\$919.50
1/8 Vertical	2.1667"	3.333"	\$629.50	\$749.50	\$919.50

\* MUST have .125" of bleed

Please Note: AD Rates are Price Per Issue

Guaranteed Position: Add 15%

Black & White Rates: 25% discount

Members Rates: 10% discount

Advertising Agencies: Please add 15%

Ad Proof Charge: \$25.00

### MECHANICAL REQUIREMENTS

SIZE IN INCHES	WIDTH	DEPTH
LIVE AREA:	7"	9.5"
TRIM SIZE:	8.375"	10.875"
BLEED SIZE:	8.625"	11.125"



Double Page Spread (DPS)



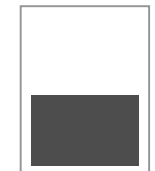
Full Page



2/3 Vertical



2/3 Horizontal



1/2 Horizontal



1/2 Vertical



1/2 Long Vertical



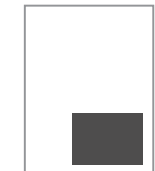
1/3 Square



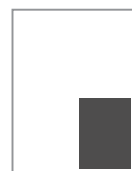
1/3 Horizontal



1/3 Vertical



1/4 Horizontal



1/4 Vertical



1/4 Banner



1/6 Horizontal



1/6 Vertical



1/8 Horizontal



1/8 Vertical

## Production Specifications

Digital Files: Preferred format is a High Resolution (300dpi) PDF file, provided all the fonts are embedded and all colour is converted to CMYK. Other acceptable formats are Adobe InDesign and Adobe Illustrator files, if all graphics and fonts are also included. Publisher assumes no responsibility for accuracy when a proof is not provided.