

THE VOICE OF THE CONSTRUCTION INDUSTRY IN MANITOBA

BUILD MANITOBA

Official Publication of the Winnipeg Construction Association

2025 Media Planner

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About **BUILD MANITOBA**

Build Manitoba is the official publication of the Winnipeg Construction Association (WCA), an incorporated, not-for-profit trade association representing commercial contractors and suppliers throughout Manitoba. As Manitoba's largest construction association, WCA has been the most trusted source of construction information for over 100 years.

Published four times a year, *Build Manitoba* delivers the latest news and developments within the association and the construction industry as a whole, including project profiles, WCA events and initiatives, emerging technologies and more. *Build Manitoba* is a vital source for WCA members to engage with the construction industry across the province.

Publishing Dates

ISSUE	PUBLISH	MATERIAL DUE
Volume 1, 2025	April 2025	February 2025
Volume 2, 2025	July 2025	May 2025
Volume 3, 2025	September 2025	July 2025
Volume 4, 2025/26	January 2026	October 2025

DID YOU KNOW?

WCA represents more than **700** member firms.

3,000 issues of *Build Manitoba* are distributed each quarter.

As of March 2024, approximately **56,200** workers were employed in Manitoba's construction sector.

Proposed construction projects within Manitoba over the next five years are valued at around **\$34B – \$49B**.



READ ONLINE

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Why Advertise

UNPARALLELED EXPOSURE!

Build Manitoba provides informative editorial content and unparalleled exposure to a widespread scope of construction industry professionals across the province. Take advantage of this extraordinary opportunity and put your business's message front and centre in the heart of the Manitoban construction industry.

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 to set up a demo.



READERSHIP

Each issue of *Build Manitoba* will reach **9,000+ readers** across the province, including:

- ▶ 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

UPCOMING EVENTS

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

Visit winnipegconstruction.ca/events for up-to-date event information.

Advertising Rates

Cover and Premium Positions (INCLUDES FOUR COLOUR)

SIZE	WIDTH	DEPTH	4X RATE	2X RATE
Inside Back Cover	8.375"	10.875"	\$3,039.50	\$3,149.50
Inside Front Cover	8.375"	10.875"	\$3,039.50	\$3,149.50
Outside Back Cover	8.375"	10.875"	\$3,149.50	\$3,469.50

* MUST have .125" of bleed

Full-Colour Rates

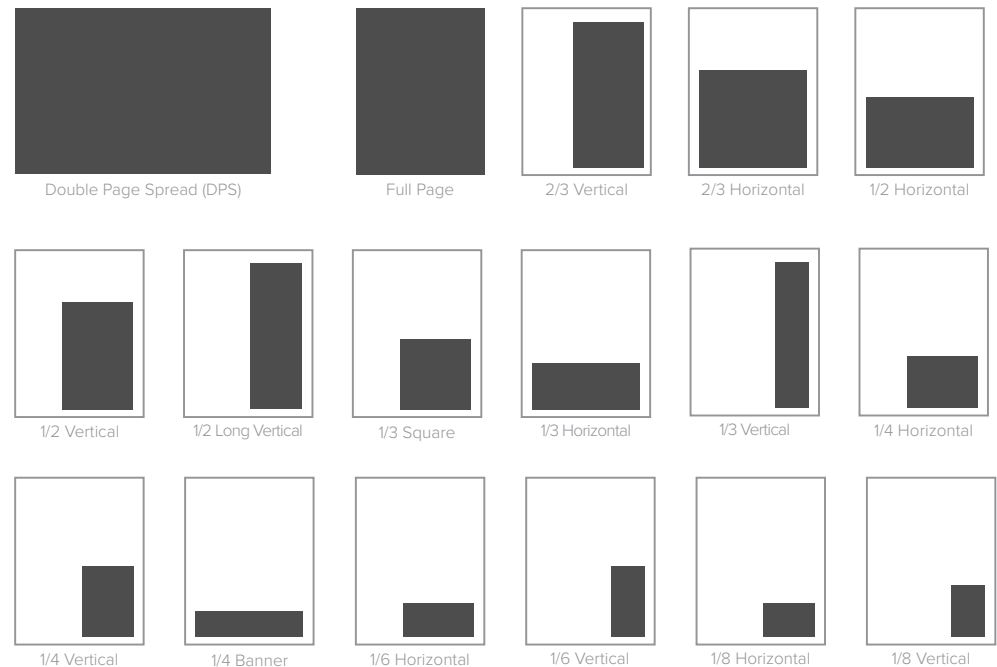
SIZE	WIDTH	DEPTH	4X RATE	2X RATE	1X RATE
DPS trim*	16.75"	10.875"	\$3,679.50	\$3,889.50	\$4,199.50
Full Page trim*	8.375"	10.875"	\$2,999.50	\$3,119.50	\$3,149.50
2/3 Vertical	4 5/8"	9.5"	\$2,639.50	\$2,879.50	\$2,999.50
2/3 Horizontal	7"	6.333"	\$2,639.50	\$2,879.50	\$2,999.50
1/2 Horizontal	7"	4.583"	\$1,979.50	\$2,099.50	\$2,279.50
1/2 Vertical	4.583"	7"	\$1,979.50	\$2,099.50	\$2,279.50
1/2 Long Vertical	3.333"	9.5"	\$1,979.50	\$2,099.50	\$2,279.50
1/3 Square	4.583"	4.583"	\$1,689.50	\$1,809.50	\$1,819.50
1/3 Horizontal	7"	3"	\$1,689.50	\$1,809.50	\$1,819.50
1/3 Vertical	2.1667"	9.5"	\$1,689.50	\$1,809.50	\$1,819.50
1/4 Horizontal	4.583"	3 3/8"	\$1,329.50	\$1,509.50	\$1,689.50
1/4 Vertical	3.333"	4.583"	\$1,329.50	\$1,509.50	\$1,689.50
1/4 Banner	7"	2 1/8"	\$1,329.50	\$1,509.50	\$1,689.50
1/6 Horizontal	4.583"	2.1667"	\$969.50	\$1,269.50	\$1,329.50
1/6 Vertical	2.1667"	4.583"	\$969.50	\$1,269.50	\$1,329.50
1/8 Horizontal	3.333"	2.1667"	\$669.50	\$789.50	\$969.50
1/8 Vertical	2.1667"	3.333"	\$669.50	\$789.50	\$969.50

* MUST have .125" of bleed

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 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
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TRIM SIZE:	8.375"	10.875"
BLEED SIZE:	8.625"	11.125"



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.