

Insight

THE OFFICIAL PUBLICATION OF HRAI

LE MAGAZINE OFFICIEL DU HRAI



2019 Media Planner

ABOUT HRAI

The Heating, Refrigeration and Air Conditioning Institute of Canada (HRAI) was founded in 1968 and is a non-profit national trade association of manufacturers, wholesalers and contractors in the Canadian heating, ventilation, air conditioning and refrigeration (HVACR) industries. The association represents the strongest purchasing group in the entire industry, made up of more than 1,350 member companies. HRAI provides products and services for indoor comfort and essential refrigeration processes, and works on behalf of their HVACR members across Canada, with government partners and other stakeholders, to advance industry issues and provide timely and relevant information.

HRAI advocates a safe, responsible and fair industry where indoor environment systems and refrigeration processes are designed, installed and serviced by qualified professionals in order to ensure efficient and energy-conscious operation. Their mission is to provide leadership for the HVACR industry with governments, the public and the energy sector through communications, education and advocacy in Canada and internationally.

HRAI offers education and management training programs for the advancement of its members' business and technical excellence, it promotes a code of ethics for consumer protection and safety, and provides consumers with useful information and a database of members in good standing to support an informed buying process.



WHY ADVERTISE?

Unparalleled Exposure!

Each and every HRAI member will receive two issues of *Insight* magazine annually, which provides informative editorial content and unparalleled exposure to a widespread scope of participants across the industry. Your message directly reaches members who purchase over 80% of the products and services in the industry and will be read by the key decision makers who represent over \$3 billion in industry buying power. The magazine is also distributed at the HRAI's 50th Annual Meeting & Conference, among other events.

Your Target Audience!

Your company's ad will be viewed by a wide and diverse variety of readers with a distribution of over 1,350 members. Advertising in this magazine offers you the exceptional opportunity to reach key industry personnel, leaders and decision makers, as well as more than 200 associate members including:

- Utilities
- Municipalities
- Educational institutions
- Consultants
- Manufacturers' representatives
- Related trade organizations

Buying Power!

Direct, cost-effective access for all companies working in the HVACR industry in Canada. In short, *Insight* is everywhere you need to be!



THE MAGAZINE

Insight magazine is the official voice of the HVACR industry, and the most reliable source of information. It provides in-depth, informative content for HRAI members, and works to hold the HVACR conversation wherever possible with its portfolio of products and services designed to reach key players involved in the industry.

Insight magazine is a vital source for members to facilitate knowledge and increase expertise in their given field. This magazine presents 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, profiles, feature articles, case studies and detailed trends.

Insight magazine contains articles both in English and in French, and is uniquely poised to deliver your message to fundamental players and advisers in Canada's HVACR industry, representing members countrywide. The magazine is printed in full-colour and gloss, and is published twice a year.



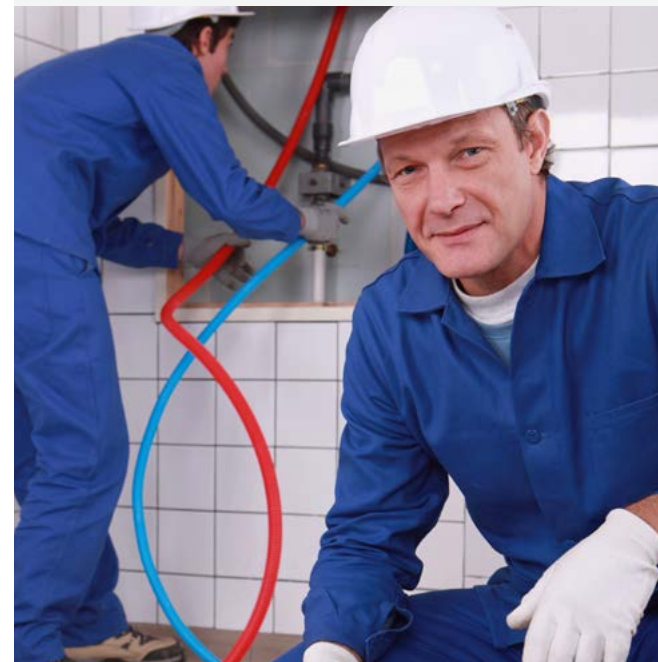
UPCOMING EVENTS:
HRAI'S 50TH ANNUAL MEETING & CONFERENCE: OCTOBER 14 - 16, 2018
PARADISUS PLAYA DEL CARMEN IN MEXICO
ASK YOUR MEDIAEDGE REPRESENTATIVE ABOUT MAXIMIZING YOUR EXPOSURE BY ADVERTISING IN THE 2019 ISSUE.

CONSIDER THIS

Recent studies show that custom publishing surpasses print, television and radio advertising, and also dominates Internet marketing and telemarketing in building long-term relationships, promoting loyalty and retaining existing members.

Magazines engage viewers in a manner that is strategically unlike any other form of advertising media. On average, a reader will revisit a magazine at least three times and will likely put it on display, allowing the marketing message to grab – and hold – the reader's attention.

In our fast-paced, media-saturated world, magazine advertising is a reliable way to provide consumers with a satisfactory, leisurely and intimate experience. With 73% of magazine readers saving ads for future reference, it is clear that we provide an active, tactile medium where the reader is receptive and in full control.



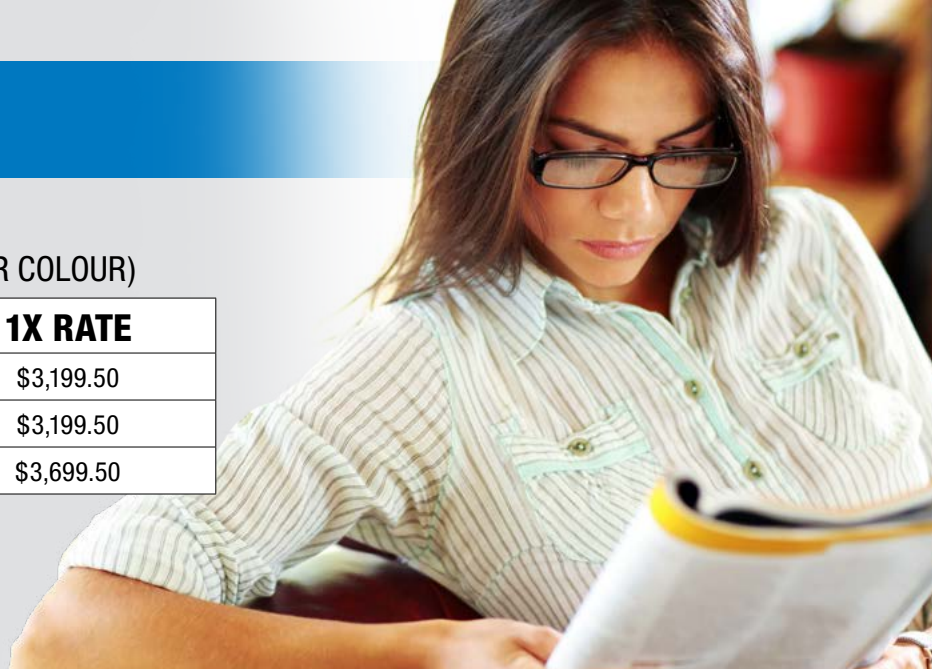
PREMIUM POSITIONS



COVER AND PREMIUM POSITIONS (INCLUDES FOUR COLOUR)

| SIZE | 3X RATE | 1X RATE |
|--------------------|------------|------------|
| Inside Back Cover | \$2,999.50 | \$3,199.50 |
| Inside Front Cover | \$2,999.50 | \$3,199.50 |
| Outside Back Cover | \$3,499.50 | \$3,699.50 |

Members receive a 10% discount on advertising rates



DIGITAL EDITION SPONSORSHIP



READ ONLINE

Enjoy the next issue of **INSIGHT** in your browser for free!

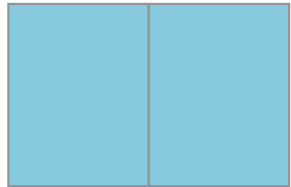
Click [HERE](#) for information on digital advertising. If you have any questions or concerns about your digital advertising needs, please contact your MediaEdge Sales Representative.

ADVERTISING RATES

PLEASE NOTE THAT THE AD RATES ARE PRICE PER ISSUE

Black & White Rates: 25% discount

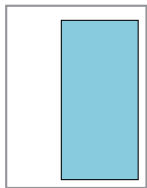
Members receive a 10% discount on advertising rates



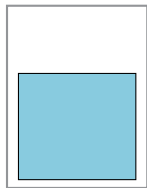
Double page spread (DPS)



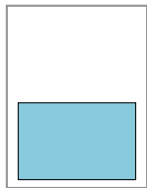
Full page



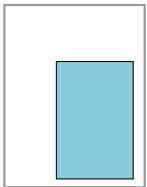
2/3 Vertical



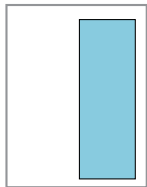
2/3 Horizontal



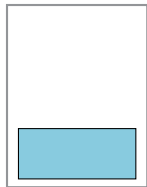
1/2 Horizontal



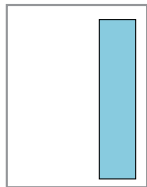
1/2 Vertical



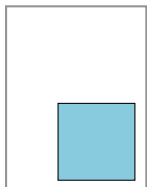
1/2 Long Vertical



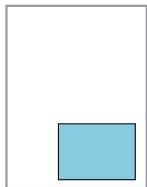
1/3 Horizontal



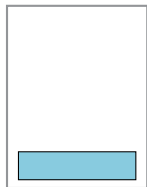
1/3 Vertical



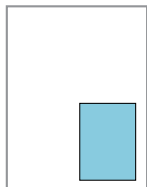
1/3 Square



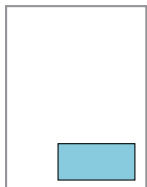
1/4 Horizontal



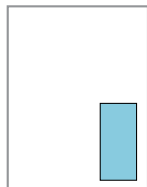
1/4 Banner



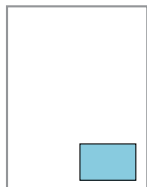
1/4 Vertical



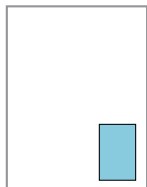
1/6 Horizontal



1/6 Vertical



1/8 Horizontal



1/8 Vertical

| Size | Width | Depth | 3X Rate | 1X Rate |
|-----------------------|---------|---------|------------|------------|
| DPS trim* | 16.75" | 10.875" | \$3,799.50 | \$3,999.50 |
| Full Pagetrim* | 8.375" | 10.875" | \$2,499.50 | \$2,699.50 |
| 2/3 Horizontal | 7" | 6.333" | \$2,179.50 | \$2,379.50 |
| 2/3 Vertical | 4.583" | 9.5" | \$2,179.50 | \$2,379.50 |
| 1/2 Horizontal | 7" | 4.583" | \$1,799.50 | \$1,999.50 |
| 1/2 Vertical (Island) | 4.583" | 7" | \$1,999.50 | \$2,199.50 |
| 1/2 Long Vertical | 3.333" | 9.5" | \$1,799.50 | \$1,999.50 |
| 1/3 Horizontal | 7" | 3" | \$1,599.50 | \$1,799.50 |
| 1/3 Vertical | 2.1667" | 9.5" | \$1,599.50 | \$1,799.50 |
| 1/3 Square | 4.583" | 4.583" | \$1,599.50 | \$1,799.50 |
| 1/4 Horizontal | 4.583" | 3.333" | \$1,199.50 | \$1,399.50 |
| 1/4 Vertical | 3.333" | 4.583" | \$1,199.50 | \$1,399.50 |
| 1/4 Banner | 7" | 2.1667" | \$1,199.50 | \$1,399.50 |
| 1/6 Horizontal | 4.583" | 2.1667" | \$999.50 | \$1,099.50 |
| 1/6 Vertical | 2.1667" | 4.583" | \$999.50 | \$1,099.50 |
| 1/8 Horizontal | 3.333" | 2.1667" | \$799.50 | \$899.50 |
| 1/8 Vertical | 2.1667" | 3.333" | \$799.50 | \$899.50 |

* MUST have .125" of bleed

MECHANICAL REQUIREMENTS

| SIZE IN INCHES | WIDTH | DEPTH |
|----------------|--------|---------|
| TYPE SIZE: | 7" | 9.5" |
| TRIM SIZE: | 8.375" | 10.875" |
| BLEED SIZE: | 8.625" | 11.125" |

DIRECT MAIL OPPORTUNITIES

REACH THE DECISION MAKERS

Advertise your products and services brochure or postcard by having it polybagged and mailed with *Insight* magazine to ensure exposure of your company to key industry players.



DID YOU KNOW: HRAI MEMBER COMPANIES ARE REQUIRED TO PROVIDE AND MAINTAIN INSURANCE COVERAGE, VALID TRADE CERTIFICATES AND LICENCES, AND SIGN AND AGREE TO CONFORM TO THE HRAI MEMBER CODE OF ETHICS. IN CHOOSING AN HRAI MEMBER CONTRACTOR YOU CAN BE ASSURED OF THEIR PROVEN CREDENTIALS.

DIRECT MAIL RATES

(PRINTED INSERT TO BE SUPPLIED BY CLIENT)

| SIZE | PRINT & DIGITAL | DISTRIBUTION |
|----------|-----------------|--------------|
| 1 page | \$1,750.50 | 2,500 copies |
| 2 page | \$2,100.50 | 2,500 copies |
| Postcard | \$1,750.50 | 2,500 copies |

Members receive a 10% discount on advertising rates



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. Please include a laser copy for reference. All colour files must be accompanied by a colour proof or separated laser proofs. Publisher assumes no responsibility for accuracy when a proof is not provided.

INSERTS & BELLY BANDS: Available upon request

GUARANTEED POSITION: 15% extra

ADVERTISING AGENCIES: Please add 15%

AD PROOF CHARGE: \$25.00

PUBLISHING DATES

| ISSUE | MATERIAL DUE | PUBLISH |
|---------------------------------------|---------------|----------------|
| Spring 2019 | January, 2019 | March, 2019 |
| Fall 2019 | August, 2019 | October, 2019 |
| Membership Services Source Guide 2019 | October, 2019 | December, 2019 |

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