About CPCI
The Canadian Precast/Prestressed Concrete Institute (CPCI) represents the industry in Canada with almost 60 manufacturing plants throughout the country, and six regional chapters in BC, Alberta, Manitoba/Saskatchewan, Ontario, Quebec and Atlantic Canada.

CPCI Precast Imagineering Magazine

• Published twice per year, in Spring and Fall, in print and digital versions, and goes to CPCI members and to our ultimate customers – the decision makers and buyers of precast concrete: architects, engineers, construction specifiers, building contractors, and building owners/managers.

• It's all about our industry's capabilities in architectural, construction and infrastructure applications, and technical advancements.

Benefits of advertising:
• Increased visibility! As shown in the Table below, Imagineering goes specifically to CPCI members, and to decision makers and customers in the construction industry.

• Better visibility! Our customers are bombarded with digital communications which are often not read. The Imagineering print version has a long shelf life with your customers and they read it, which gives you targeted visibility.

• Exposure on CPCI web site! Advertisers are listed and linked to their web sites from the CPCI web version of Imagineering, which is publicized in every monthly CPCI e-News.

Distribution

<table>
<thead>
<tr>
<th>PRINT distribution by occupation</th>
<th>DIGITAL distribution by occupation</th>
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<tbody>
<tr>
<td>- Architects</td>
<td>Architect</td>
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<td>- Architects</td>
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<td>- Engineers</td>
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<td>- Building owners/Developers</td>
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<td>- Related to the industry</td>
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<td>[suppliers, consultants]</td>
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<td></td>
<td>- CPCI members [manufacturing, professional, associate, and supporting members]</td>
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<tr>
<td></td>
<td>- Key accounts</td>
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<td>- Contractors</td>
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<td>- Govt./ Education</td>
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<td>- Construction specifiers</td>
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<td></td>
<td>- Trade show/seminar distribution</td>
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<tr>
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<td>TOTAL 10,000</td>
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<td>TOTAL 9,342</td>
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Ad Specs/Prices

• 10% DISCOUNT FOR CPCI MEMBERS!
Your ad will also appear in the digital version of Precast Imagineering / Béton Préfabriqué on the CPCI web site, and will be linked to your web site.

• Production Specs
Preferred format is a High Resolution PDF file, with all the fonts embedded.

SIZE          WIDTH    DEPTH  2X  1X
double page advertorial 17-1/4" 11-3/8"  $4,046  $4,394
Full page [with bleed] 8-7/8" 11-3/8"  $2,728  $2,954
1/2 page hor.  7-3/8"  4-5/8"  $1,858  $1,978
1/2 page vert. 3-3/8"  9-7/8"  $1,858  $1,978
1/3 page hor.  7-3/8"  2-1/2"  $1,428  $1,648
1/3 page vert. 2-1/4"  9-7/8"  $1,428  $1,648
1/4 page vert. 3-1/2"  4-3/4"  $1,308  $1,365
1/4 page hor.  7-3/8"  2-1/8"  $1,308  $1,365

We can also create click-through content about your company or product from the print and digital versions of Imagineering and from the monthly CPCI e-News. Ask for a quote.

*2X is price per ad in each of 2 issues.
*1X is price per ad in one issue.

Premium Cover Positions

Higher visibility for your company

SIZE          WIDTH    DEPTH  2X  1X
Inside back cover 8-7/8" 11-3/8"  $3,167  $3,618
Inside front cover 8-7/8" 11-3/8"  $3,256  $3,728
Back cover 8-7/8" 11-3/8"  $3,295  $3,839

Material Deadlines and Publishing Dates

SPRING 2021          FALL 2021
Material deadline  May 17                   Material deadline  Nov. 15
Publish date      May 20                   Publish date      Nov. 18
Advertise in the official CPCI monthly newsletter

The only CPCI newsletter going to all CPCI members and to selected professionals in the Canadian design and building industry.

A great way to complement your ad and visibility in Imagineering magazine, and a highly targeted marketing tool.

Distribution: 9,300 [CPCI members, selected building design and construction professionals, and building owners/managers.]

Frequency: Monthly

| 1 - Leaderboard | 200 pixels high x 800 pixels wide | $245/mth |
| 2 - Top banner | 200 pixels high x 800 pixels wide | $220/mth |
| 3 - Regular Banner | 200 pixels high x 800 pixels wide | $200/mth |
| 4 - Company/Product Profile | Provide 1 image max. width 200 pixels and up to 80 words of text. | $220/mth |

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By: JANAM media + marketing communications

CONTACT
Don Griffith, 613-421-7588, don.griffith@cpci.ca
Patricia Abbas, 416-438-7609 | pabbas@janam.net