

SUSTAINING ONTARIO'S AGGREGATE SUPPLY

AVENUES

2020 Media Planner

THE OSSGA

The Ontario Stone, Sand & Gravel Association (OSSGA) is the voice of over 280 sand, gravel, and crushed stone producers and suppliers from across Ontario. OSSGA members supply most of the approximately 164 million tonnes of aggregate used annually across the province to construct and sustain Ontario's infrastructure needs. OSSGA works in partnership with government and the public to promote a safe and competitive aggregate industry contributing to the creation of strong communities in the province.

The Association supports the achievement of its vision through a leadership focus on securing sustainability of valuable aggregate resources for the long term and engaging in environmental stewardship, proactively leading efforts to guide the industry as a whole into the future. It focuses also on boosting public awareness and recognition of the need for a responsibly managed aggregate industry, successfully influencing the development and implementation of government initiatives that promote the viability of the industry, and building strong and effective organizational arrangements.

CONSIDER THIS

- Recent studies show that custom publishing surpasses print, television and radio advertising, as well as dominating 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.

WHY ADVERTISE?

UNPARALLELED EXPOSURE!

Each and every member of OSSGA will receive two issues of the *Avenues* magazine annually, providing them with informative editorial content and unparalleled exposure to a wide range of participants across the industry. The magazine is also distributed at the annual OSSGA Conference & AGM, among other events, ensuring your business' message is front and centre.

BUYING POWER!

Advertising in *Avenues* provides direct, cost-effective access for all companies working in the stone, sand, and gravel industry in Ontario. In short, *Avenues* is everywhere you need to be!



THE MAGAZINE

Avenues is the official publication and voice of the Ontario Stone, Sand & Gravel Association (OSSGA). *Avenues* is the most reliable source of information and insights focusing on the main priorities of the organization, with a circulation of over 2,000 copies delivering the latest news, profiles and feature articles. OSSGA works to hold the aggregate, stone, sand and gravel conversation wherever possible with its portfolio of products and services designed to reach key players involved in the industry.

Avenues is a vital resource for members to facilitate knowledge, proficiency and increase expertise in their field. 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 most current updates, case studies, and detailed trends. It delivers informative and in-depth articles, while also providing an exceptional perspective on the industry.

Avenues is uniquely poised to deliver your message to fundamental players and advisers in Ontario's aggregate, stone, sand and gravel industry. The magazine is printed in full colour and gloss, sized 8.375" x 10.875", and is published twice a year.



INTERESTING FACT:

The aggregate industry employs approximately 7,000 Ontarians directly and another 34,000 in related industries. Sand, gravel and crushed stone provide the basis for Ontario's \$30-billion construction industry, which employs 270,000 people.



61% of magazine readers took action, or planned to take action, based on specific advertising seen in magazines.

WHO USES ONTARIO'S AGGREGATE?

The vast majority of stone, sand and gravel produced in Ontario is used by the public sector - the municipal, provincial and federal governments - with road and highway construction, including asphalt and concrete, accounting for nearly 60% of all aggregate usage in Ontario.



13%	Construction Fill
7.2%	Chemical Use
6.7%	Asphalt Aggregate
4.1%	Other Construction & Manufacturing Uses
1.4%	Mortar Sand
.55%	Pulverized Stone
.05%	Dimensional Stone

PREMIUM POSITIONS

COVER AND PREMIUM POSITIONS (INCLUDES FOUR COLOUR)

SIZE	WIDTH	DEPTH	2X RATE	1X RATE
Inside Back Cover*	8.375"	10.875"	\$3,149.50	\$3,299.50
Inside Front Cover*	8.375"	10.875"	\$3,149.50	\$3,299.50
Outside Back Cover*	8.375"	10.875"	\$3,499.50	\$3,699.50

* **MUST** have .125" of bleed



DIGITAL EDITION SPONSORSHIP

READ ONLINE

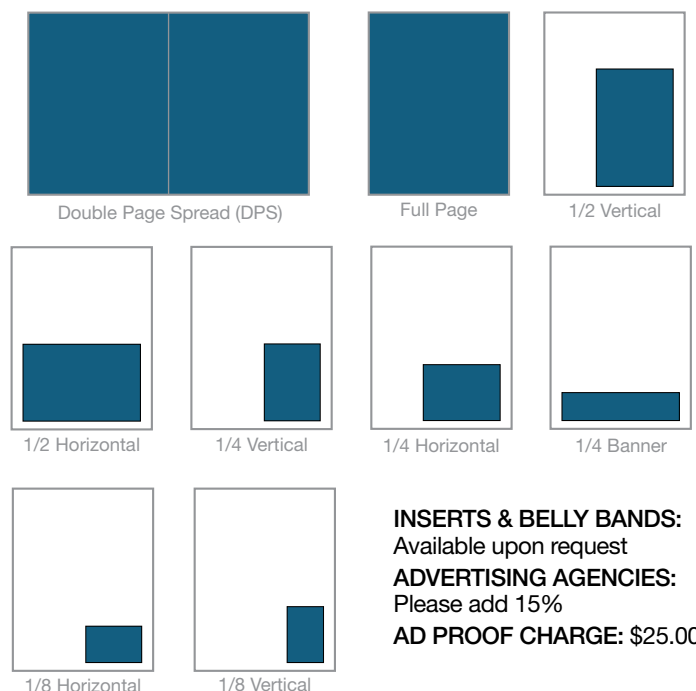
Enjoy the next issue
of **AVENUES**
in your browser for free!

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: AD Rates are Price Per Issue
Guaranteed Rates: Add 15%
Black & White Rates: 25% discount



INSERTS & BELLY BANDS:
Available upon request
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"

SIZE	WIDTH	DEPTH	2X RATE	1X RATE
DPS trim*	16.75	10.875"	\$3,699.50	\$3,397.50
Full Page trim*	8.375"	10.875"	\$2,579.50	\$2,789.50
1/2 Vertical	4.583"	7"	\$1,959.50	\$2,019.50
1/2 Horizontal	7"	4.583"	\$1,899.50	\$1,999.50
1/4 Horizontal	4.583"	3.333"	\$1,089.50	\$1,339.50
1/4 Vertical	3.333"	4.583"	\$1,089.50	\$1,339.50
1/4 Banner	7"	2.1667"	\$1,089.50	\$1,339.50
1/8 Horizontal	3.333"	2.1667"	\$569.50	\$619.50
1/8 Vertical	2.1667"	3.333"	\$569.50	\$619.50

* **MUST have .125" of bleed**

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.

DIRECT MAIL OPPORTUNITIES

REACH THE DECISION MAKERS

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

YOUR TARGET AUDIENCE!

Avenues is the premier resource profiling the stone, sand and gravel industry and increasing the visibility of OSSGA and its members. Your company's ad will be viewed by a wide and diverse mix of readers. With a distribution of over 2,000 copies, advertising in this magazine offers you an exceptional opportunity to reach a target audience of key industry personnel, decision makers, and leaders in categories such as:

- Engineers
- Architects
- Aggregate Producers
- Contractors
- Consultants
- Non-Government Organizations
- Provincial Ministers & MPPs
- Provincial Political & Bureaucratic Staff
- Educational Institutions
- General Public

DIRECT MAIL RATES

(PRINTED INSERT TO BE SUPPLIED BY CLIENT)

SIZE	PRINT & DIGITAL	DISTRIBUTION
1 page	\$1,532.00	2,000 copies
2 page	\$1,838.00	2,000 copies
Postcard	\$1,532.00	2,000 copies

UPCOMING EVENTS:

OSSGA Operations, Health & Safety Seminar:
January 22-23, 2020
Marriott Toronto Airport Hotel

OSSGA Conference and AGM:
February 11-13, 2020
Hilton Niagara, Niagara Falls, Ontario

Ask Your MediaEdge representative about maximizing your exposure by advertising in the upcoming 2020 issues.



PUBLISHING DATES

ISSUE	PUBLISH	MATERIAL DUE
Winter 2019/20	January 2020	December 2019
Fall 2020	September 2020	July 2020

INDUSTRY FACTS

- Virtually every job and every home in Ontario relies on stone, sand and gravel
- The construction of a typical school or hospital in Canada will require up to 14,000 tonnes of aggregates for the concrete walls, floors, walkways, mortar sand and parking areas
- The average production life of a sand and gravel operation is 25 years, whereas a stone quarry can be productive for over 50 years
- Over 16 billion tonnes of aggregate are produced worldwide every year
- For every \$1 billion spent on highway construction, 47,500 jobs are generated each year

For additional information contact

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