

SUSTAINING ONTARIO'S AGGREGATE SUPPLY

AVENUES



2022 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 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.

OSSGA achieves its vision by focusing on securing the sustainability of valuable aggregate resources for the long term and engaging in environmental stewardship. It proactively leads efforts to guide the industry into the future, focusing on boosting public awareness and recognition of the need for a responsibly managed aggregate industry. It has successfully influenced the development and implementation of government initiatives that promote the viability of the industry, while 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 *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 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 that provides OSSGA members with a solid knowledge base to refine their proficiency and expertise in their field. The magazine is an excellent means of communication within the industry, acting not only as a forum for corporations and service organizations to interconnect, but also delivering the most current news, case studies and detailed trends impacting the trade. Its informative and in-depth articles provide an exceptional perspective on the aggregate 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.



52%
ROADS

15%	Concrete Aggregate
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



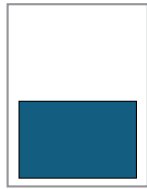
Double Page Spread (DPS)



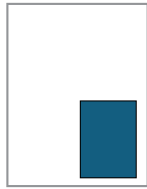
Full Page



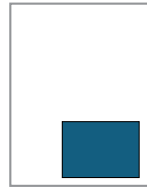
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1/2 Horizontal



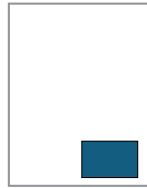
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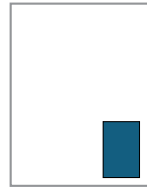
1/4 Horizontal



1/4 Banner



1/8 Horizontal



1/8 Vertical

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"	\$3,397.50	\$3,699.50
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:

- 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

PUBLISHING DATES

ISSUE	PUBLISH	MATERIAL DUE
Winter 2021/22	February 2022	November 2021
Fall 2022	September 2022	July 2022

UPCOMING EVENTS:

Conference Live in Ottawa:
February 23rd - 24th, 2022

Ask your MediaEdge representative about maximizing our exposure by advertising in the upcoming 2022 issues.



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

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