



## Who are we?











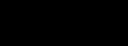

The Construction Source, brought to you by Kingsley Media Corp., stands as a prominent national publication with a readership of 145,000 across Canada. We're enthusiastic about sharing the compelling narratives of both industry stalwarts and up-and-coming brands alike. Our mission is to delve into their rich histories, uncover the keys to their success, and explore the vital relationships that underpin their achievements.

## Why advertise with us?

Our advertisers arrive with a clear purpose in mind. They bring well-defined media strategies and recognize that delivering their messages to the right audience is integral to their sustained prosperity.

The Construction Source offers you a prime platform to spotlight your product and service offerings. Our audience comprises key decision-makers and professionals wielding significant purchasing influence within the construction and development sector. When you advertise with us, you seize the opportunity to connect directly with this highly targeted demographic, ensuring your message reaches those who matter most to your business.

## 145,000 READERS IN CONSTRUCTION & DEVELOPMENT

 CEO / Managing Director (32%)	 Ontario (31%) (44,950)
 Business Development (21%)	 BC (26%) (37,700)
 Procurement (19%)	 Alberta (23%) (33,350)
 Executive Management (14%)	 Manitoba (12%) (17,400)
 Mid Management (9%)	 Quebec (4%) (5,800)
 Others (5%)	 Saskatchewan (8%) (11,600)
Other Provinces & Territories (1%) (1,450)	

## ADVERTISEMENT SPECIFICATION SHEET

### LOGO

Vector EPS, AI or Hi-res PDF files are preferred with all fonts embedded / convert to lines or JPG (highres 300 dpi) files are also accepted. We are unable to accept graphics embedded in text or slideshow documents. Please submit files in PC format.

### IMAGES

Hi-res JPG files are preferred. Please feel free to send product shots, company images, job sites and staff images to be included in the ad.

### COPY

Please provide text, services, website, contact information and any other information that you would like to include in the ad. Please note that ads designed in MS Word or Power point cannot be accepted as final files. We will have to adjust them according to the specifications and a final approval will be required.

### PRICING

Eighth	CAD 1,390
Quarter	CAD 1,890
Half	CAD 2,790
Full	CAD 3,690
Double	CAD 4,590

Double Page Spread  
420 mm X 297 mm

Full Page  
210 mm X 297 mm

1/2 Page  
Vertical  
91 mm X  
278 mm

1/2 Page  
Horizontal  
190 mm X  
137 mm

Quarter  
Page  
91 mm X  
137 mm

1/8  
90 mm X  
65 mm