

Canadian

PROCESS

EQUIPMENT & CONTROL NEWS

equipment • instruments • controls • materials



cpecn.com

All Of Our 25,630 Readers Signed Themselves Up To Receive Our Magazine Making Us The #1 Process Publication in Canada.

You Need To Advertise Here!



February

Focus on Instrumentation
Special Supplement on: MRO



August

Focus on Plant Automation
Special Supplement on:
Power Transmission



April

Focus on the Environment
Special Supplement on:
Plant Wide Communications



October

Focus on Fluids Handling
Special Supplement on: Powder &
Bulk Solids Show Showcase



June

Focus on Maintenance & Safety
Special Supplement on:
Global Petroleum Show Showcase



December

Focus on Software & Hardware
Special Supplement on:
Best of 2016 Product Innovations

2016 Media Kit

Circulation is THE KEY TO SUCCESS for every advertising program!



Compare Your Marketing Target With Our Readership Demographics!

Circulation by Industry Group

Chemicals & Allied Products	1,817
Pulp and Paper	1,873
Petroleum, Coal & Natural Gas Processors	1,057
Plastic & Rubber Products Producers	1,564
Mines & Metal Processors	1,955
Non-Metallic Minerals Processors	755
Food & Beverage Processors	2,526
Pharmaceuticals & Medicine Manufacturers	480
Power Generation	1,014
Textiles Processors	166
Engineering Related Services	3,842
Environmental Control	1,854
Educational Institutions	284
Other Secondary Manufacturers	3,414
Other Government Agencies	279
Wholesale Trade Distributors	1,734
Contractor Services	712
Others Allied To The Field	304
Total	25,630

Our readers have **KEY** job titles in **KEY** industries

Circulation by Job Title

Executive Management	4,367
Administrative Management	3,789
Maintenance Management	1,965
Purchasing	1,336
Plant Production Operations	6,444
Engineering	6,239
Materials Handling Personnel	285
Research & Development	1,065
Other Qualified Personnel	140
Total	25,630



Web-Based Advertising Opportunities at www.cpecn.com

The front page of our web site gets it all started. We offer a variety of ad sizes and configurations. (See web-based rate card). This is prime real estate!

Everyone using our site starts here. For example, most of the visitors to our Process & Automation Shows start here when pre-registering to attend our shows.

Online Directory

In recent years, we have completely revamped our online directory to make it more user friendly and more relevant- in fact it's the best online directory anywhere. It allows visitors to quickly and easily match products and suppliers.

Listings in the online directory are free of charge and include links to your website and to a designated email address for visitors wanting more information. And if you are an advertiser in *Canadian Process Equipment & Control News* we'll even include a company description.

There are also links to the most recent features from *Canadian Process Equipment & Control News*,

information on our Process & Automation Shows, and links to the latest industrial videos.

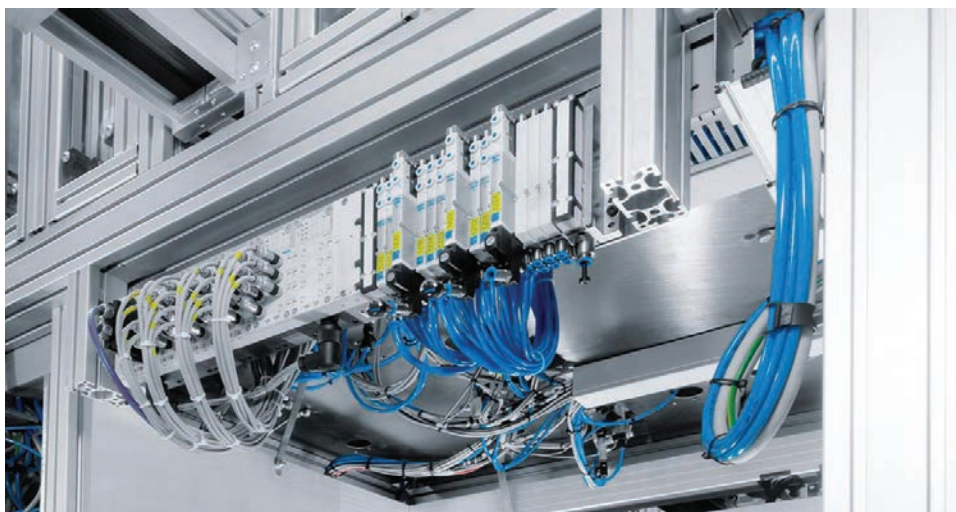
Online Issues

Every advertisement and editorial that appears in *Canadian Process Equipment & Control News* will go online for free! The online issues look just like the print version and are completely searchable.

A visitor to cpecn.com can search back to a previous issue by using the keyword search feature. Your advertisements and press releases are hot-linked to your web site with just a few clicks. Your ads have an extended shelf life on cpecn.com.

Print advertisers get **33% off** all electronic advertising

100% 'Direct Request' From Recipient + 100% 'Mailed by Name and Title'



Content Rules!

We Keep Our Loyal Readers With Our Superior Editorial Content. More Is Better.

2016 CPE&CN closing dates

February Issue- Edmonton ISA
Focus on Instrumentation
Supplement: MRO

Editorial Close: January 8, 2016

Advertising Close: January 15, 2016

Material Due: January 20, 2016

Mails: February, 15, 2016

April Issue & Gold Pages
Focus on the Environment
Supplement: Plantwide Communications

Editorial Close: March 4, 2016

Advertising Close: March 11, 2016

Material Due: March 16, 2016

Mails: April 11, 2016

June Issue
Focus on Maintenance & Safety
Supplement: Global Petroleum Show

Editorial Close: April 22, 2016

Advertising Close: April 29, 2016

Material Due: May 4, 2016

Mails: May 30, 2016

August Issue
Focus on Plant Automation
Supplement: Power Transmission

Editorial Close: July 15, 2016

Advertising Close: July 22, 2016

Material Due: July 27, 2016

Mails: August 29, 2016

October Issue & Gold Pages
Focus on Fluids Handling
Supplement: Powder & Bulk Solids Montreal

Editorial Close: September 9, 2016

Advertising Close: September 16, 2016

Material Due: September 21, 2016

Mails: October 11, 2016

December Issue
Focus on Software & Hardware
Supplement: Best of 2016 Product Innovations

Editorial Close: October 21, 2016

Advertising Close: October 28, 2016

Material Due: November 2, 2016

Mails: November 28, 2016

Canadian Process eNewsletters

Nine times a year, we send our readers an electronic newsletter containing even more technology updates and news. The Canadian Process eNewsletter also contains information on job postings, product lines available and coming events. Our eNewsletter is successfully delivered to over 15,000 of our readers.



2016 Process DigiCards



After the Canadian Process DigiCards have been delivered, we will be able to give you statistics on how many of our readers clicked on your card. Just send us your product card electronically, as you did in the past, and include the specific URL you want attached to the card and we'll take care of the rest.

All this for less than half the price of the printed version of the product cards.

Rates:

Each Card: \$750*

Ad size: 5 1/2" x 3 1/2"

*Print advertisers can take 33% off

The Canadian Process DigiCards replace the printed Process Product Cards, giving you the chance to get your sales message directly to the reader's desktop.

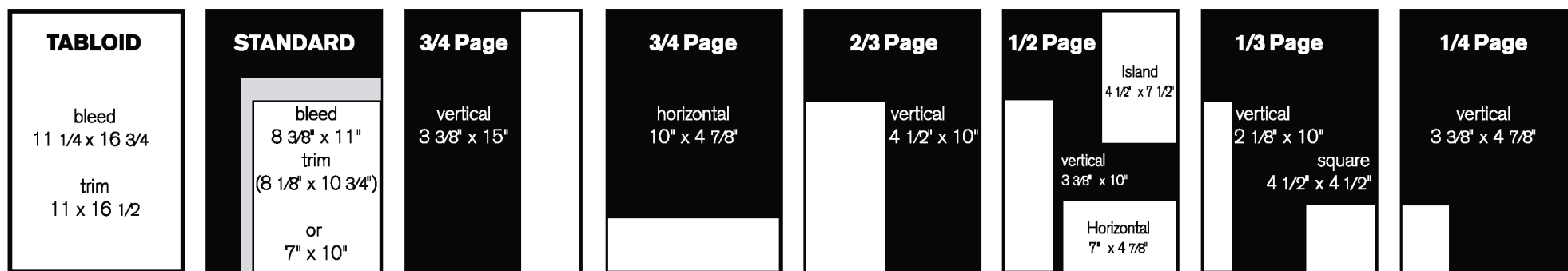
The Process DigiCards will be published on a regular schedule for 2016. Please contact your sales representative for closing dates.

Once received, readers can simply click on the card image and go directly to the (URL) location on your site that explains the specifications of the product.

Advertising Rates and Services for 2016

Canadian Process Equipment & Control News Magazine

Rate Card #43 • Effective January 1st, 2016



Rates for Black & White Ad *Publisher cannot accept responsibility for ads provided without contract proofs.*

	1x	3x	6x	12x
Tabloid Page	\$5550	\$5350	\$5150	\$4950
Standard Page	\$3875	\$3725	\$3570	\$3420
3/4 Page	\$3260	\$3150	\$3060	\$2960
2/3 Page	\$3060	\$2950	\$2850	\$2750
1/2 Page	\$2360	\$2280	\$2200	\$2120
1/3 Page	\$1730	\$1680	\$1630	\$1580
1/4 Page	\$1225	\$1175	\$1125	\$1070

Colour Rates

4-Colour Process:	\$1125
Standard Colour from process:	\$510
Matched Colours (PMS):	\$560

Advertising Space Rates

Based on total space used within a 12-month period from date of first insertion.

Inserts

Target your insert promotion to our readers and segment our list by region, industry, or job title. A "rifle" approach to marketing. It will cost a fraction of the cost of direct mail. Contact your sales representative for a quote.

Commission & Cash Discount

Agency Commission: 15% of gross billing allowed to recognized advertising agencies on space, colour, and position. Commission is not allowed on other charges such as trimming, printing of inserts, inserting charges or mechanical charges. Cash Discount: 2% of net if paid within 10 days of invoice.

Advertising Material & Specifications

Files to be supplied as Press ready PDFs and should have fonts and images embedded. Publisher accepts no responsibility for possible errors due to ripping when files have not been saved correctly.

Digitally Transferred Files

We accept files via e-mail up to 4 MB in size. Anything larger can be placed on our ftp site – please contact your sales representative for details.

Direct Mail & Target Marketing

Rent all or part of our mailing list. You can sort our list by job title, industry, and postal code allowing you to tailor your direct mail program for maximum impact. At \$250 per thousand, direct mail can be an effective supplement to your advertising program. Extra sorting is billed on a hourly basis of \$50.00 per hour. Inserts will be quoted on a project basis.

Contact David Henman for details. email: dhenman@cpecn.com

Gold Pages

PUMP SOLUTIONS

The new Elima-Matic pumps from Versa-Matic offer low cost rebuild options such as replaceable valve sleeve and simple refurbishment kits. Elima-Matic pumps are designed to reduce downtime.

YORK FLUID CONTROLS LTD.

sales@yorkfluid.com



CATALOG

AutomationDirect's Volume 14 catalog offers over 12,000 industrial automation products for a wide range of applications. The catalog features product descriptions, photos and more.

AUTOMATIONDIRECT

www.automationdirect.com



The Gold Pages are published in April and October within the magazine. A special section will be set aside in the April and October issues to emphasize your available literature, your website and newsletters and any training or special events you may be planning. The best news is the price for this will be the same as last year.

There will be 15 on a page and advertisers will pay only \$550, and non-advertisers will pay \$700. Promote your website, literature, and e-newsletter promotions in these valuable quick reference guides.

2016 Gold Pages Closing Dates

	April	October
Advertising Close:	March 11, 2016	September 16, 2016
Material Due:	March 16, 2016	September 21, 2016
Mails:	April 11, 2016	October 11, 2016

Rates*:

Advertisers: \$550 Non-advertisers: \$700

* includes colour, layout and design.