

## Information for Advertisers



### WHAT IS THE PEG?

The PEG is the official, legislated publication of APEGA. A full-colour, professionally designed magazine, The PEG is distributed five times a year to members and other selected stakeholders.

### READERSHIP

#### Who Do You Reach by Advertising in The PEG?

The PEG is circulated by mail to APEGA's members. This membership includes

- APEGA's 61,344 members including
  - 45,740 Professional Engineers and Geoscientists
  - 9,618 Members-in-Training
  - 5,986 Licensees, Students, Honorary Members
- Ages range from new graduates to retired members
  - The majority of members are aged 25 to 57
- Many of Alberta's resource industry leaders, builders, business people and entrepreneurs
  - Large and small businesses
  - Financial decision-makers and key influencers
  - Many of Alberta's technology leaders
- Professionals in all areas of the province
  - Calgary – 54%, 33,038
  - Edmonton – 24%, 14,562
  - Alberta Regions – 22%, 13,744
- High-income readership.

#### Circulation (as of Sep 2011)

- Average total distribution: 61,400
- Geographical breakdown
  - Alberta – 52,000
  - Other provinces – 6,500
  - United States – 2,100
  - Other Countries – 800
- 2,000 copies are also delivered to Alberta's elected officials, and municipal and institutional leaders.

### DESIGN, CONTENT AND EDITORIAL DIRECTION

The PEG magazine is

- Professionally designed and laid out to connect with 21<sup>st</sup> century science and technology professionals
- Full colour
- Printed on high quality white paper stock.

Each edition of The PEG includes a mixture of

- Feature stories on broad issues and topics facing the professions.
- Reports from and about the Association on professional matters – some Association features recur in the same months year after year.
- Engaging and entertaining short material for members to enjoy.
- Profiles of successful engineers and geoscientists and the exciting projects they are involved in.

## EDITORIAL CALENDAR

Feature stories and themes for the five editions in 2012 are outlined below. In addition to these features, each edition will also contain other articles addressing other issues and professional information for members.

Edition	Feature/Theme	Association Features
Feb 2012	TBD	Advance on AGM, Elections and Professional Development Nominations for APEGA Council
Apr 2012	TBD	Annual Conference Advance
Jun 2012	TBD	Election Results Financial Report Summit Award Winners
Sep 2012	TBD	Mentoring Conference Advance Salary Survey Results Call for Summit Nominations
Dec 2012	TBD	Advance on AGM, Elections and Professional Development Nominations for APEGA Council

Feature articles will focus on a wide range of topics relevant to Alberta’s engineering and geosciences community. Topics may include

- Environmental topics such as
  - Carbon sequestration
  - New environmental processes and techniques
  - Global warming – anthropogenic or not
  - Green and alternative energies
  - Success stories – oil sands reclamation.
- Energy topics such as
  - Power generation and transmission in Alberta
  - Oil sands development.
- Geoscience topics such as
  - Water usage
  - Environment risk assessment
  - GIS mapping and surveying developments.
- New borders in engineering, eg. bio-engineering, niche technology firms
- Satellite technology
- Alberta engineers and geoscientists working around the world
- Alberta’s engineering and geosciences schools, professionals of the future
- The future of the car.

## Separation of Editorial Content from Advertising

Editorial copy is considered separately from sold advertising. While no commitment for editorial coverage can form any part of a sale agreement, announcements appropriate to the advertisement, where deemed beneficial to the readership, will be considered but will be published only if space permits.

## ADVERTISING INFORMATION

### Booking Deadlines for 2012

Bookings must be made by noon on the dates listed. Early booking is always appreciated.

Edition	Booking Deadline	Material Deadline
Feb 2012	Tues Jan 3	Fri Jan 6
Apr 2012	Mon Feb 27	Fri Mar 2
Jun 2012	Mon Apr 30	Fri May 4
Sep 2012	Mon Jul 30	Fri Aug 3
Dec 2012	Mon Oct 29	Fri Nov 2

## Advertising Rates

Rates listed below are effective January 2012. There are no cash discounts on agency commissions.

Size/Location	Basic Rate (cost Per Insertion)		Multiple Rate 10% Discount (cost Per Insertion)		Multiple Rate 25% Discount (cost Per Insertion)	
	1 or 2 insertions	With click-thru link in online edition +5%	3 to 5 insertions	With click-thru link in online edition +5%	6 or more insertions	With Click-thru link in online edition +5%
Full page – back cover	\$4,410	\$4,630	\$3,969	\$4,167	\$3,307	\$3,472
Full page – back of front cover	\$3,969	\$4,167	\$3,572	\$3,750	\$2,977	\$3,126
Full page – inside back cover	\$3,969	\$4,167	\$3,572	\$3,750	\$2,977	\$3,126
Full page – forward	\$3,859	\$4,052	\$3,474	\$3,648	\$2,895	\$3,040
Full page – not forward	\$3,638	\$3,820	\$3,275	\$3,439	\$2,729	\$2,865
Double page – forward	\$7,140	\$7,497	\$6,426	\$6,747	\$5,355	\$5,623
Double page – not forward	\$6,720	\$7,056	\$6,048	\$6,350	\$5,040	\$5,292
Half page – forward	\$2,079	\$2,183	\$1,871	\$1,965	\$1,560	\$1,638
Half page – not forward	\$1,964	\$2,062	\$1,768	\$1,856	\$1,473	\$1,547
Third page – forward	\$1,443	\$1,515	\$1,299	\$1,364	\$1,084	\$1,138
Third page – not forward	\$1,328	\$1,394	\$1,196	\$1,256	\$997	\$1,047
Two-thirds page – forward	\$2,756	\$2,894	\$2,481	\$2,605	\$2,068	\$2,171
Two-thirds page – not forward	\$2,536	\$2,663	\$2,229	\$2,340	\$1,902	\$1,997
Quarter Page – forward	\$1,155	\$1,213	\$1,040	\$1,092	\$867	\$910
Quarter Page – not forward	\$1,040	\$1,092	\$936	\$983	\$780	\$819
Eighth Page – forward	\$630	\$661	\$567	\$595	\$473	\$497
Eighth Page – not forward	\$525	\$551	\$473	\$497	\$394	\$414
Bus Card	\$158	\$166	\$142	\$149	\$118	\$124

Note that the e-PEG and the PEG web space on the APEGA website do not sell advertising space at this time. The PEG is the medium for advertising to reach APEGA members.

### Terms of Payment

Payment is due on receipt of invoice.

Invoices are sent with a copy of The PEG after distribution of issue in which ad appears.

Interest is charged on accounts unpaid after 30 days: 2 per cent per month.

All advertising is subject to GST. Our registration number is 106728603.

### Conditions of Purchase

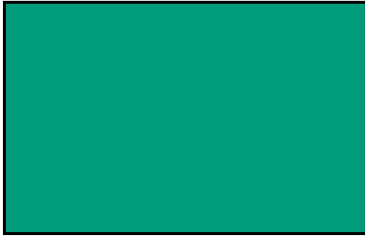
Cancellation and major changes in insertion orders will not be accepted after the closing date. Advertiser and advertising agency agree that The PEG (APEGA) shall be under no liability for failure, by any cause, to insert an advertisement.

Advertiser and advertising agency assume liability for the content (including text representation and illustrations) of advertisements printed and also assume responsibility for any claims arising as a result against the publisher.

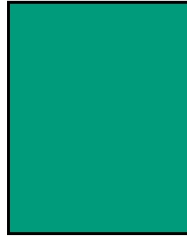
### Advertising Standards

All advertisements must be acceptable to the publisher in content and design. Certain types of advertising are not permitted or only permitted in a limited way.

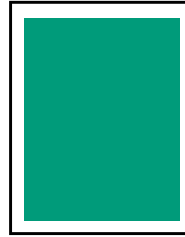
## MECHANICAL REQUIREMENTS FOR ADVERTISING



**DOUBLE PAGE**  
17" x 10.8125" (trim)  
**Full Bleed**  
17.5" x 11.3125"

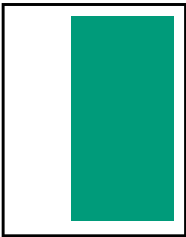


**SINGLE PAGE**  
8.5" x 10.8125" (trim)  
**Full Bleed**  
9" x 11.3125"



**SINGLE PAGE ISLAND**  
7.375" x 9.6875"

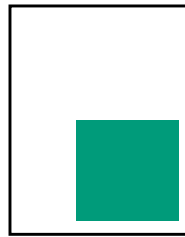
*Full bleed ads: Essential information must lie within 0.5" from the edge.*



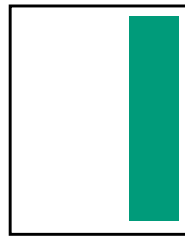
**2/3 PAGE VERTICAL**  
4.8542" x 9.6875"



**2/3 PAGE HORIZONTAL**  
7.375" x 6.3947"



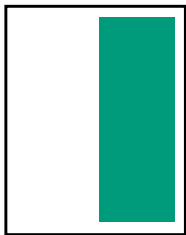
**1/3 PAGE SQUARE**  
4.8542" x 4.7501"



**1/3 PAGE VERTICAL**  
2.3333" x 9.6875"



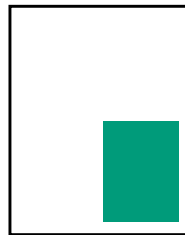
**1/3 PAGE HORIZONTAL**  
7.375" x 3.1042"



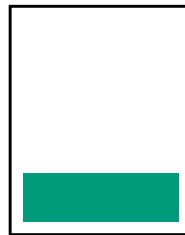
**1/2 PAGE VERTICAL**  
3.5938" x 9.6875"



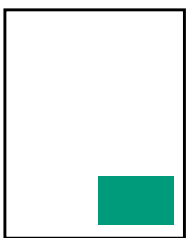
**1/2 PAGE HORIZONTAL**  
7.375" x 4.7501"



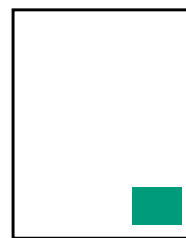
**1/4 PAGE VERTICAL**  
3.5938" x 4.7501"



**1/4 PAGE HORIZONTAL**  
7.375" x 2.4219"



**1/8 PAGE HORIZONTAL**  
3.5938" x 2.2813"



**BUSINESS HORIZONTAL**  
2.3332" x 1.7871"

## Design Specifications

**Resolution:** Minimum 300 dpi. Images should be scaled to 100%, the exact size as required for the ad. DO NOT scale art higher than the exact size.

**Colour:** All submitted raster and vector graphics must be converted to CMYK

**Bleeds:** Full page ads must have 1/2 inch bleed.

## Platforms, Programs and Formats:

Ads designed on a Macintosh platform are preferred. But PC files will be accepted if they are saved in Mac-compatible formats.

### Acceptable Formats

- InDesign 5 or below with all source files and fonts included
- PDF, EPS or Illustrator (CS5) files with embedded images at high-quality resolution (any embedded images must be at 300 dpi or higher)
- TIFF or Photoshop files saves at 300 dpi minimum.

If submitting a PDF that has been exported from a Microsoft Office program, it is recommended that you also submit the original Microsoft file and a printed proof.

When sending EPS, PDF or Illustrator files, all type must be converted to outlines, or rasterized in the case of Photoshop files. If you choose to embed your fonts only, it may be necessary to use a substitute font or to rasterize your document to prevent font issues at press.

If you are using a PC to create a PDF, EPS, Illustrator or Photoshop file, extra caution must be taken with font usage. Since Mac and PC fonts are not always compatible, some fonts may have to be substituted, even if they have been included with your documents.

## Method of Delivery

Advertisements must be camera-ready. APEGA is not in a position to correct or modify artwork.

Digital, e-mailed files are preferred. However, CDs will be accepted, if they are received in time.

To ensure the accuracy of your ad, please either

- Mail or fax a printed proof for reference
- Attached a PDF of the composed ad for reference.

## Delivery and Contact Information

**Email:** Gillian Rudat, Editorial Assistant  
grudat@apega.ca

**Phone:** 780-426-3990

**Toll Free:** 1-800-661-7020

**Fax:** 780-425-1722

**FTP Upload:** Site: fttp3.brinkster.com  
Username: brinkster/apegga  
Folder: peg\_advertising  
Password: For password, contact Gillian Rudat

**Mail:** The Association of Professional Engineers  
and Geoscientists of Alberta  
1500 Scotia One, 10060 Jasper Avenue NW  
Edmonton, Alberta, T5J 4A2  
*Attention: Gillian Rudat*