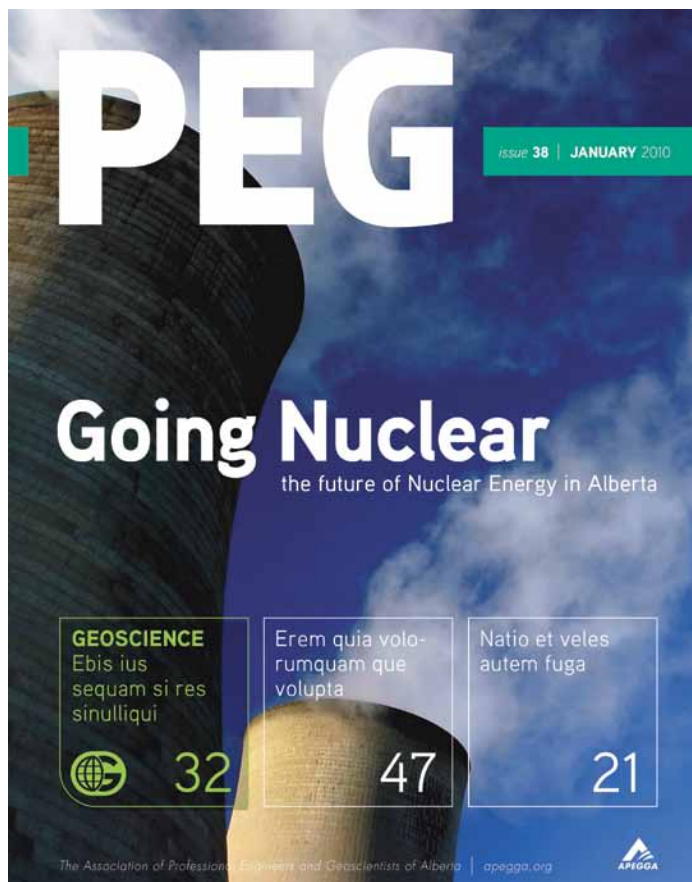


Information for Advertisers



Note: cover details may not be exactly as shown

WHAT IS THE PEG?

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

The PEG magazine replaces The PEGG newspaper as APEGGA's official publication effective January 2010.

READERSHIP

Who Do You Reach by Advertising in The PEG?

The PEG is circulated by mail to virtually all of APEGGA's members. This membership includes:

- All of APEGGA's 56,400 members including:
 - 41,200 Professional Engineers and Geoscientists
 - 9,200 Members-in-Training
 - 6,000 Licensees, Students, Honourary members
- Age ranges from new graduates to retired members
 - The majority of members are aged 25 to 55
- Men and women – the proportion of women in these professions is steadily increasing. The ratio of men to women currently sits at 87% men, 13% women
- 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% - 30,640
 - Edmonton – 23% - 13,296
 - Alberta Regions – 23% - 13,064
- High-income readership

Circulation (as of Oct 2009)

- Average total distribution: 55,000
- Geographical breakdown:
 - Alberta: 46,400
 - Other provinces: 5,900
 - United States: 2,000
 - Other Countries: 700
- 3,000 copies are also delivered to Alberta's elected officials, municipal and institutional leaders.

DESIGN, CONTENT AND EDITORIAL DIRECTION

The PEG magazine is:

- Professionally designed and laid out to connect with 21st 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 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

EDITORIAL CALENDAR

Feature stories and themes for the five editions in 2010 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 2010	Nuclear Power in Alberta	Advance on AGM, Elections and Professional Development Nominations for APEGGA Council
Apr 2010	TBD	Annual Conference Advance Financial Report
Jun 2010	TBD	Election Results Summit Award Winners
Sep 2010	TBD	Mentoring Conference Advance
Dec 2010	TBD	Salary Survey Results Call for Summit Nominations

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 2010

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

Edition	Booking Deadline	Material Deadline	Publication Date
Feb 2010	Mon Jan 4	Fri Jan 8	Mon Feb 12
Apr 2010	Mon Feb 15	Fri Feb 19	Fri Apr 16
Jun 2010	Mon Apr 19	Fri Apr 23	Fri Jun 11
Sep 2010	Wed Aug 4	Mon Aug 9	Fri Sep 17
Dec 2010	Wed Nov 10	Mon Nov 15	Fri Dec 17

Advertising Rates

Rates listed below are effective January 2010. 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	\$4,000	\$4,200	\$3,600	\$3,780	\$3,000	\$3,150
Full page – back of front cover	\$3,600	\$3,780	\$3,240	\$3,402	\$2,700	\$2,835
Full page – inside back cover	\$3,600	\$3,780	\$3,240	\$3,402	\$2,700	\$2,835
Full page – forward	\$3,500	\$3,675	\$3,150	\$3,308	\$2,625	\$2,757
Full page – not forward	\$3,300	\$3,465	\$2,970	\$3,119	\$2,475	\$2,599
Double page – forward	\$6,800	\$7,140	\$6,120	\$6,426	\$5,100	\$5,355
Double page – not forward	\$6,400	\$6,720	\$5,760	\$6,048	\$4,800	\$5,040
Half page – forward	\$1,800	\$1,890	\$1,620	\$1,701	\$1,350	\$1,418
Half page – not forward	\$1,700	\$1,785	\$1,530	\$1,607	\$1,275	\$1,339
Third page – forward	\$1,250	\$1,312	\$1,125	\$1,181	\$938	\$985
Third page – not forward	\$1,150	\$1,207	\$1,035	\$1,087	\$862	\$906
Two-thirds page – forward	\$2,500	\$2,625	\$2,250	\$2,363	\$1,875	\$1,967
Two-thirds page – not forward	\$2,300	\$2,415	\$2,070	\$2,174	\$1,725	\$1,811
Quarter Page – forward	\$1,000	\$1,050	\$900	\$945	\$750	\$788
Quarter Page – not forward	\$900	\$945	\$810	\$851	\$675	\$709
Banner – horizontal	Same as horizontal quarter page – only available as a bottom page placement					
Banner – vertical	Same as vertical third page					
Eighth Page – forward	\$600	\$630	\$540	\$567	\$450	\$473
Eighth Page – not forward	\$500	\$525	\$450	\$473	\$375	\$394
Bus Card	\$150	\$158	\$135	\$142	\$112	\$118

Note that the e-PEG and the PEG web space on the APEGGA website do not sell advertising space at this time. The PEG is the medium for advertising to reach APEGGA 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 (APEGGA) 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 are only permitted in a limited way.

MECHANICAL REQUIREMENTS FOR ADVERTISING

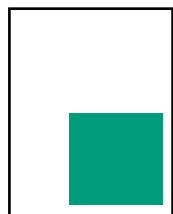


DOUBLE PAGE
17" x 10.8125"
Full Bleed
17.5" x 11.3125"

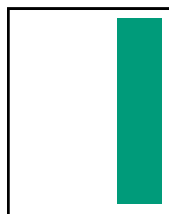


SINGLE PAGE
8.5" x 10.8125"
Full Bleed
9" x 11.3125"

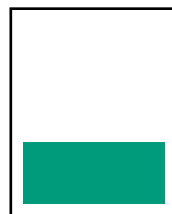
Full bleed ads: Essential information must lie within 0.5" from the edge.



1/3 PAGE SQUARE
4.8542" x 4.7501"



1/3 PAGE VERTICAL BANNER
2.3333" x 9.6875"



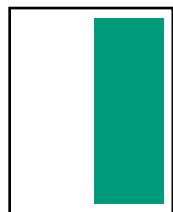
1/3 PAGE HORIZONTAL
7.375" x 3.1042"



2/3 PAGE VERTICAL
4.8542" x 9.6875"



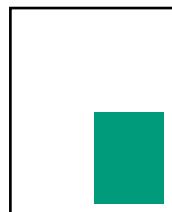
2/3 PAGE HORIZONTAL
7.375" x 6.3947"



1/2 PAGE VERTICAL
3.5938" x 9.6875"



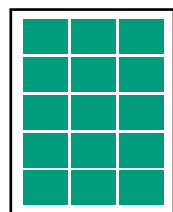
1/2 PAGE HORIZONTAL
7.375" x 4.7501"



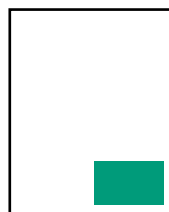
1/4 PAGE VERTICAL
3.5938" x 4.7501"



1/4 PAGE HORIZONTAL BANNER
7.375" x 2.4219"



BUS CARD HORIZONTAL
2.3332" x 1.7871"



1/8 PAGE HORIZONTAL
3.5938" x 2.2813"

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:

- QuarkXpress 6.1 or below with all source files and fonts included
- Indesign 3 or below with all source files and fonts included
- PDF, EPS or Illustrator 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. APEGGA 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: Christine Cottrell, Editorial Assistant
ccottrell@apegga.org

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 Christine Cottrell

Mail: The Association of Professional Engineers,
Geologists and Geophysicists of Alberta
1500 Scotia One, 10060 Jasper Avenue NW
Edmonton, Alberta, T5J 4A2
Attention: Christine Cottrell