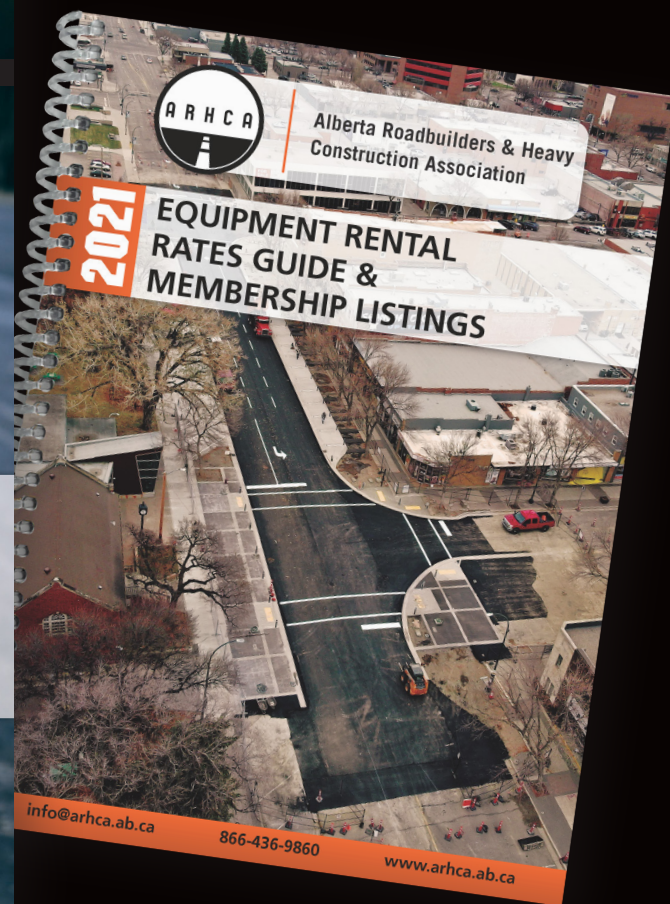




Alberta Roadbuilders & Heavy Construction Association



701 Henry Ave., Winnipeg, MB R3E 1T9
www.lester.ca
Sales: 866-953-2189

Reach the members of
Canada's largest heavy
construction association

2022 Media Kit



The Association

The Alberta Roadbuilders & Heavy Construction Association (ARHCA) is the largest heavy construction association in Canada. With over 950 members, ARHCA represents contractors who work on the construction and rehabilitation of highways, municipal roads, bridges, sewer, and water projects, as well as the suppliers (such as equipment dealers, finance companies, aggregate suppliers, law firms, etc.), and consulting engineers who work with them. ARHCA member companies can also be found constructing streets, curbs and gutters, sewer and water systems, and other infrastructure for residential, commercial, oilfield, oil sands and forestry projects.

The ARHCA supports long-term, stable investment in our transportation infrastructure at the best possible value to the taxpayer.

The ARHCA Rental Rates Guide is the accepted authority for:

- Alberta Transportation
- Alberta Environment and Parks
- Parks Canada
- Canadian Forest Service
- City of Calgary force account rates
- City of Edmonton force account rate for contracted roadway construction
- City of Edmonton Transportation and Streets for the winter road programs

It is also used frequently by irrigation districts, municipalities and consulting engineers.



Publications

Alberta Heavy launched in 2018 and is the official magazine of the ARHCA. Each issue is dedicated to keeping ARHCA members and industry stakeholders informed about topics affecting Alberta's heavy construction market. *Alberta Heavy* is available in print and digital format.

Published: Quarterly

Circulation: **Up to 2,500**
Members: **950**



ARHCA Rental Rates Guide and Membership Listings Directory is printed once a year in a 5.75" x 8.5" format and is a valuable coil-bound resource for ARHCA members.

Published: Annually

Printed copies: **3,500**
Members: **950**



Advertising Rates*

ALBERTA HEAVY Magazine

Ad Size/ Position	Non-Member Rate		Member Rate	
	2x Rate	4x Rate	2x Rate	4x Rate
Cover 4	Exclusive to members		\$2,115.65	\$1,904.09
Cover 2,3	Exclusive to members		\$2,030.65	\$1,827.59
Page 1	Exclusive to members		\$2,030.65	\$1,827.59
DPS	\$3,580.00	\$3,222.00	\$3,043.00	\$2,738.70
Full Page	\$1,990.00	\$1,791.00	\$1,691.50	\$1,522.35
2/3 Page	\$1,590.00	\$1,431.00	\$1,351.50	\$1,216.35
1/2 Page	\$1,275.00	\$1,147.50	\$1,083.75	\$975.38
1/3 Page	\$1,020.00	\$918.00	\$867.00	\$780.30
1/4 Page	\$815.00	\$733.50	\$692.75	\$623.48
1/8 Page	\$470.00	\$423.00	\$399.50	\$359.55

Specialty Print Products:

**Cover Gatefolds
Inserts & Outserts**

Please inquire for
availability & rates

ARHCA Equipment Rental Rates Guide & Membership Listings

Exclusive to members

Ad Size/Position	Ad Rate
4th Cover	\$4,000.00
2nd/3rd Cover	\$3,500.00
Tab	\$2,500.00
Full Page	\$1,950.00
1/2 Page	\$1,250.00
1/4 Page	\$850.00
Logo Above Listing	\$250.00
Listing Highlight (Includes Logo Above Listing)	\$395.00

*All ad builds incur a flat \$50 charge.

All rates are in net Canadian dollars. Subject to applicable taxes. These rates and all advertising orders are subject to [Lester Communications Inc. Contract & Regulations](#).

Important Dates

Alberta Heavy Magazine

Issue	Closing Date	Distribution Date
Quarter 1	Jan. 14, 2022	February 2022
Quarter 2	April 15, 2022	May 2022
Quarter 3	July 22, 2022	August 2022
Quarter 4*	Oct. 7, 2022	November 2022

* Annual Convention Issue

ARHCA Equipment Rental Rates Guide & Membership Listings

Issue	Closing Date	Distribution Date
2022	Jan. 28, 2022	April 2022





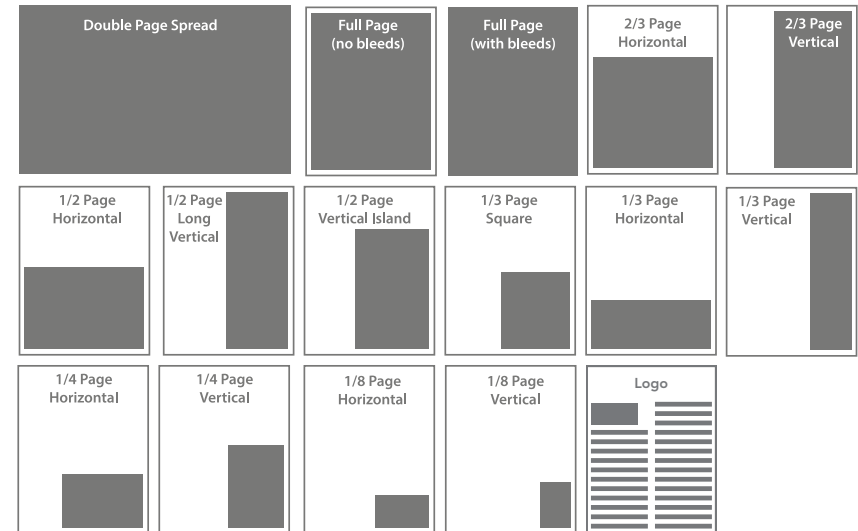
Print Specifications

ALBERTA HEAVY Magazine

Space	Bleed	Non-Bleed	Trim	Live
DPS	17" x 11.125"	-	16.75" x 10.875"	16.25" x 10.375"
Full Page/Cover	8.625" x 11.125"	7.125" x 9.875"	8.375" x 10.875"	7.875" x 10.375"
2/3 Vertical	-	4.75" x 9.875"	-	-
2/3 Horizontal	-	7.125" x 6.5"	-	-
1/2 Vertical	-	3.5" x 9.875"	-	-
1/2 Horizontal	-	7.125" x 4.75"	-	-
1/3 Vertical	-	2.25" x 9.875"	-	-
1/3 Horizontal	-	7.125" x 3.125"	-	-
1/3 Square	-	4.75" x 4.75"	-	-
1/4 Vertical	-	3.5" x 4.75"	-	-
1/4 Horizontal	-	4.75" x 3.5"	-	-
1/8 Horizontal	-	3.5" x 2.25"	-	-

ARHCA Equipment Rental Rates Guide & Membership Listings

Space	Bleed	Non-Bleed	Trim	Live
Cover	6.5" x 8.75"	N/A	6.25" x 8.5"	5.75" x 8"
Full Page/Tab	6" x 8.75"	5" x 7.5"	5.75" x 8.5"	5.25" x 8"
1/2 Horizontal	-	5" x 3.625"	-	-
1/2 Vertical	-	2.375" x 7.5"	-	-
1/4 Horizontal	-	5" x 1.6875"	-	-
1/4 Vertical	-	2.375" x 3.625"	-	-
Logo above Listing(s)	Maxwidth: 2.375" x Max height: 0.6"			



Printing

- › Offset
- › Publication trim size: 8.375" x 10.75"

Safety

- › All live matter must be a minimum of 0.25" from trim on all sides.
- › Gutter Safety: 0.1875" on each side (total 0.375").
- › Note: Perfect alignment of type or design across the gutter of two facing pages cannot be guaranteed.

Preferred Format

- › High-resolution, press-optimized PDF (all fonts and graphics embedded)

Ad Submission

- › Web: www.lester.ca
- › E-mail: artwork@lester.ca
- › Dropbox: artwork@lester.ca

Other Acceptable Formats

- › Collected Mac InDesign files:
 - All fonts must be collected and included
 - High-resolution 300 dpi images at 100% size, CMYK or grayscale raster images in TIFF or Photoshop format
- › Illustrator file format (.ai) (all fonts converted to paths/outlines)
- › Vector EPS file format (.eps) (all fonts converted to paths/outlines)

Contacts

Sales

adsales@lester.ca

Art Director:

Myles O'Reilly
204-953-2188

myles@lester.ca

Publisher:

Jill Harris
866-953-2182

jill@lester.ca





Digital Sponsor Rates

All advertisers in the print edition of *Alberta Heavy* magazine will be included in the digital format, and web links within their ad space will be activated at no additional charge.

These advertisers will also be given the opportunity to enhance their digital presence, allowing them to further their marketing impact across Alberta's roadbuilding and heavy construction industry.

Option

Digital Sponsor

Your message will appear prominently as a full page, opposite the front cover of the digital magazine.

Rate per issue

\$500

Ad Link

Every advertiser in the magazine will appear in the digital edition and have a hyperlink to your company's website or email address.

Included

www.AlbertaHeavy.ca



Sales: adsales@lester.ca | 866-953-2189

ARHCA.ab.ca Website Advertising

ARHCA is the largest heavy construction association in Canada, representing contractors who work on the construction and rehabilitation of highways, municipal roads, bridges, sewer and water projects, as well as the suppliers and consulting engineers who work with them. Put your company where professionals go when they need news and information about Alberta's heavy construction industry.

ARHCA.ab.ca receives an average of **2,650 monthly visitors** with **66% being first-time visitors**. 33% of all website traffic arrives on the home page.

Banner ads are displayed in the bottom third of almost every page and are limited to a maximum of five advertisers in rotation.

Advertising Rates

Ad Size	Non-Member Rate		Member Rate	
	6x Rate	12x Rate	6x Rate	12x Rate
728px x 90px	\$1,050.00	\$1,800.00	\$892.50	\$1,530.00

72 DPI | RGB | PNG, JPG, GIF | May be animated.

Visit ARHCA's
website!
arhca.ab.ca



*All ad builds incur a flat \$50 charge.

Rates are in Canadian dollars, net and subject to applicable taxes. These rates and all advertising orders are subject to [Lester Communications Inc. Contract & Regulations](#).

Monthly ARHCA RoadRunner e-Newsletter

Each month, ARHCA sends its *RoadRunner* e-newsletter to more than **2,500 verified subscribers** to inform ARHCA members about industry updates, association activities, board appointments, internal news and other information that impacts members or the industry at large. The *RoadRunner* has an **average open rate of 25%** and a **2.5% average monthly growth rate**.

Ad positions are sold in 6 or 12 month blocks and are limited to one exclusive advertiser in each position.

Position	Ad Size	Non-Member Rate		Member Rate	
		6x Rate	12x Rate	6x Rate	12x Rate
Top	550px x 100px	\$2,250.00	\$4,200.00	\$1,912.50	\$3,570.00
Middle 1	550px x 100px	\$2,100.00	\$3,900.00	\$1,785.00	\$3,315.00
Middle 2	550px x 100px	\$2,100.00	\$3,900.00	\$1,785.00	\$3,315.00
Middle 3	550px x 100px	\$1,950.00	\$3,600.00	\$1,657.50	\$3,060.00
Bottom	550px x 100px	\$1,950.00	\$3,600.00	\$1,657.50	\$3,060.00

72 DPI | RGB | PNG, JPG, GIF | Animated ads are not recommended.

