

Alberta Roadbuilders & Heavy Construction Association







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.

New Opportunities for

EQUIPMENT RENTAL RATES GUIDE &

MEMBERSHIP LISTINGS



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" × 8.5" format and is a valuable coil-bound resource for ARHCA members.

Published: **Annually**

Printed copies: 3,500 Members: 950







Important Dates Alberta Heavy Magazine **Closing Date Distribution Date**

Issue Jan. 14, 2022 Quarter 1 Quarter 2 April 15, 2022 July 22, 2022 Quarter 3 Quarter 4*

August 2022 Oct. 7, 2022 November 2022

ARHCA Equipment Rental Rates Guide & Membership Listings

Issue 2022

Closing Date Jan. 28, 2022

Distribution Date April 2022

February 2022

May 2022



Advertising Rates

ALBERTA HEAVY Magazine

Ad Size/	Non-Meml	ber Rate	Member R	ate
Position	2× Rate	4× Rate	2× Rate	4× 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	\$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.



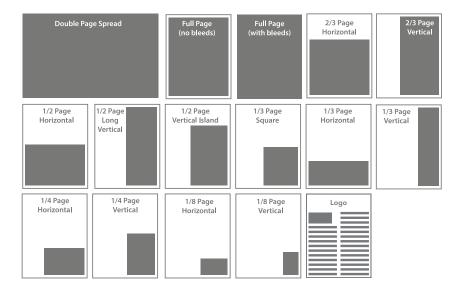
ALBERTA HEAVY Magazine

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

ARHCA Equipment Rental Rates Guide & Membership Listings

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





Printing

- > Offset
- > Publication trim size: 8.375" × 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



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

Rate per issue

Digital Sponsor

\$500

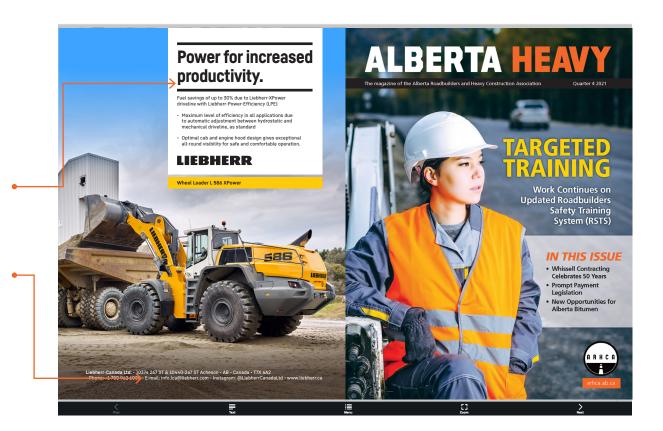
Your message will appear prominently as a full page, opposite the front cover of the digital magazine.

Ad Link

Included

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

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

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

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



^{*}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 <u>Lester Communications Inc. Contract & Regulations</u>.

ABOUT ARHCA Recognizing ARHCA Long-Standing Members BURNCO A*CCON* **AON**

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.

		Non-Mer	nber Rate	Memb	er Rate	
Position	Ad Size	6× Rate	12× Rate	6× Rate	12× Rate	
Тор	550px × 100px	\$2,250.00	\$4,200.00	\$1,912.50	\$3,570.00	
Middle 1	550px × 100px	\$2,100.00	\$3,900.00	\$1,785.00	\$3,315.00	•
Middle 2	550px × 100px	\$2,100.00	\$3,900.00	\$1,785.00	\$3,315.00	•
Middle 3	550px × 100px	\$1,950.00	\$3,600.00	\$1,657.50	\$3,060.00	•
Bottom	550px × 100px	\$1,950.00	\$3,600.00	\$1,657.50	\$3,060.00	•

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



Advocacy: Fix Our Roads

The ARHCA's "Fix Our Roads" campaign has seen wild success over the past two months. Reports in metropolitan and rural newsrooms have published stories capturing the frustrations of Alberta drivers and have accurately reported the goal of our campaign; to raise awareness of the value of our roadways and the importance of continued investment. This includes a valuable editional published in the *Editomotion Journal*, which can be found here, highlighting road investment as necessary for our economic recovery and the risks posed by funding commitments made by U.S. President Jose Blden.

On social media, #AlbertaFkOurPloads has gained traction, starting conversations about where, when and how decisions regarding infrastructure investment are made. A stretch of Highway of south of Grand Cache was dubbed Alberta's worst road through the campaign's contest—and was chosen over a dozen other finalists (all of which remain posted on the officing/insprend_ca) websile.

This is a critical time for our association to remind stakeholders of the importance of our industry and the big picture: the positive economic benefit of road and transportation intrastructure. AIRCA members have been active advocates over this past year and their help has been instrumental to our success. As we approach budget cycles and election season, now is the time to compound our efforts and ask those who are seeking office to #FixOrt/Roads.



Calling all Wavemakers

Are you looking for a leadership opportunity where you can use your knowledge to make meaningful change? Do you want to learn more about the industry and make strong contacts with government?

Consider joining an ARHCA committee or the Board of Directors! The Nominating Committee is always looking to talk about your opportunities to serve and the insights available to make you a better business leader.

Drop CEO Ron Glen a line to learn more.



Industry Trend Watch

INDUSTRY TRENDS Costing Trends Impacting the Heavy Construction Industry in Alberta				
PRODUCT	June 1, 2021	July 1, 2021	August 1, 2021	
Asphalt Cement CRP Rack Index	\$715.00/tonne	\$715.00/tonne	\$715.00/tonne	
ULS Dyed Diesel - Rack Rate (EDMONTON)	\$0.7750/litre	\$0.7750/litre	\$0.7850/litre	
ULS Dyed Diesel - Rack Rate (CALGARY)	\$0.8070/litre	\$0.8070/litre	\$0.8170/litre	

WORK WITH THE PEOPLE WHO PAVED THE WAY
Tested in the toughest conditions
on earth our backyard, Husky/Asphalt.ca
>Husky Asphalt