

CSCE E-Bulletin

REACH
5,550

CIVIL ENGINEERS ACROSS CANADA

EACH WEEK

MEDIA KIT



MANY WAYS TO DELIVER YOUR MESSAGE TO THIS MARKET

ADVERTISING OPTIONS

The screenshot shows the CSCE - SCGC E-Bulletin website with several advertising options highlighted by letters A through G:

- A:** Leaderboard at the top left, featuring a LAFARGE advertisement.
- B:** Lower leaderboard below the masthead, featuring a CH2M HILL advertisement.
- C:** Top/Bottom Skyscraper on the left sidebar, featuring a CANAM advertisement.
- C1:** Another Top/Bottom Skyscraper on the left sidebar, featuring a CANAM advertisement.
- D:** Top/Bottom Banner below the masthead, featuring a Schöck advertisement.
- E:** Product Showcase in the middle section, featuring Fibwrap, S-Frame Software, and Atlantic Industrial Cleaners.
- F:** Featured Company Ad in the bottom section, featuring WorleyParsons and Morrison Hershfield.
- G:** Traditional Text Ad at the bottom, featuring PEDELTA.

A LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

B LOWER LEADERBOARD

The lower leaderboard gives your company a prominent position right under the association's masthead.

C/C1 TOP/BOTTOM SKYSCRAPER

A skyscraper is a large format ad with prime real estate to sell your company's products or services to decision-makers.

D/D1 TOP/BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

E PRODUCT SHOWCASE

Showcase your latest product with this placement and include a photo, 50-word description and link to your site.

F FEATURED COMPANY AD

Integrated into the feel of the brief, a featured company ad targets your buying audience with an image and 25-word description.

G TRADITIONAL TEXT AD

Leverage the power of words with a 15-word text ad to drive traffic to your website.

Sample provided is representative of ad specifications only and does not necessarily depict placement within the brief.

SEE PRICING NEXT >>>

AD RATES & SPECS

Prices are for participation in 13 emails to the 5,550 civil engineers across Canada (One 90 day cycle)



Leaderboard
\$3750

Image Dimensions
728x90

File Format
JPEG, GIF

Max File Size
40k



Lower Leaderboard
\$3500

Image Dimensions
580x70

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Banner
\$3200/\$2800

Image Dimensions
468x60

File Format
JPEG, GIF

Max File Size
40k



Top/Bottom Skyscraper
\$3200/\$2800

Image Dimensions
120x600

File Format
JPEG, GIF

Max File Size
40k



Product Showcase
\$3000

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Text **five word headline, fifty word description**
Image Dimensions **175x125** File Format **JPEG, GIF**



Featured Company Ad
\$2000

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Text **five word headline, twenty-five word description**
Image Dimensions **125x100** File Format **JPEG, GIF**



Traditional Text Ad
\$1500

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 eiusmod. More

Text **five word headline, fifteen word description**
Image Dimensions **120x50** File Format **JPEG, GIF**

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CSCE E-BULLETIN, POWERED BY MULTIBRIEFS,
PROVIDES WEEKLY NEWS AND INFORMATION
TO CIVIL ENGINEERS ACROSS CANADA.

CSCE E-Bulletin tackles today's most relevant issues, gathered from sources like The Canadian Press, The Globe and Mail, and National Post and the leading industry publications and is delivered to the inboxes of delivered to the inboxes of civil engineers.

CSCE E-BULLETIN
IS A PROFESSIONAL RESOURCE FOR

NEWS+
IDEAS+

TOP TEN REASONS TO ADVERTISE IN CSCE E-Bulletin:



CREDIBLE SOURCE

For over 125 years, our members have turned to the association as the informational authority of the industry. Advertising in CSCE E-Bulletin solidifies your place among weekly information provided to CSCE members.



TARGETED DISTRIBUTION

Advertising in CSCE E-Bulletin allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.



OPT-IN SUBSCRIBER LIST

Subscribers to CSCE E-Bulletin have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.



RELEVANT CONTENT

Our editorial philosophy is driven by current events and relevant industry issues and trends that affect our subscribers the most.



FREQUENCY

Frequency builds awareness. As a weekly publication, CSCE E-Bulletin ensures your ad will be seen weekly by our 5,550 subscribers.



AFFORDABLE

Advertising in CSCE E-Bulletin is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?



YOUR AD WILL GET THE ATTENTION IT DESERVES

Each issue of CSCE E-Bulletin has a limited number of ad spaces, allowing your ad to get maximum exposure. A limited number of ads equals higher visibility.



IMMEDIATE RESPONSE TO YOUR AD

The electronic format makes it more convenient for a reader to respond to your ad. Your product is just a click away!



EXCEPTIONAL CREATIVE SERVICES

Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to advertisers in CSCE E-Bulletin.



TRACK CAMPAIGN EFFECTIVENESS

As an advertiser, you'll have the ability to track reader response to your campaign, immediately quantifying your ROI.