



canwea

CANADIAN WIND ENERGY ASSOCIATION | ASSOCIATION CANADIENNE DE L'ÉNERGIE ÉOLIENNE

WindSight magazine is the official quarterly publication of the Canadian Wind Energy Association (CanWEA).

As the voice of this dynamic industry, *WindSight* will be distributed to 3,000 readers who are the wind industry's key leaders and decision makers. It will provide in-depth coverage of new communication initiatives, key policy issues, member profiles, updates on supply chain, conferences, events and the latest developments in the wind energy industry. If you want to reach an audience of wind energy prospects, members of the leading association, top executives and key government representatives, then *WindSight* is an attractive, targeted and cost-effective way to market your products and services.

media kit 2012



**NEW ONLINE
VERSION**

INDUSTRY FACTS

- Wind energy is among the fastest growing renewable energy source in the world.
- 2011 was a record year for wind energy development in Canada with new installed capacity from wind energy projects totalling 1,338 MW.
- Canada finished 2011 with over 5,300 MW of installed capacity – with wind developments operating in every province.
- These new installations represent almost \$3.5 billion in investment and have created more than 13,500 person years of employment in addition to providing emissions-free electricity for families and businesses.
- Wind energy currently supplies about 2 per cent of Canada's electricity demand with enough power to meet the needs of over 1 million homes.
- Canada ranks 9th in the world in terms of installed wind energy capacity and percentage of electricity generated from wind.
- Global investment in wind energy is projected to total more than \$1 trillion (US) by 2020, bringing global installed capacity to more than 600,000MW and more than 1.75 million jobs.



ABOUT CANWEA

CanWEA is the voice of Canada's wind energy industry, actively promoting the responsible and sustainable growth of wind energy on behalf of its more than 420 members. A national non-profit association, CanWEA serves as Canada's leading source of credible information about wind energy and its social, economic and environmental benefits. To join other global leaders in the wind energy industry, CanWEA believes Canada can and must reach its target of producing 20 per cent or more of the country's electricity from wind by 2025. The document *Wind Vision 2025 – Powering Canada's Future* is available at www.canwea.ca.

WHAT WE DO

CanWEA undertakes policy development and advocacy with different levels of government, implements a broad range of communications and outreach activities and provides educational and networking opportunities for all stakeholders. Each year, CanWEA organizes a variety of events including the Annual Conference and Exhibition. For updates on CanWEA's 2012 events, please visit our website at www.canwea.ca.

UNPARALLELED EXPOSURE!

WindSight will provide in-depth coverage of new communication initiatives, key policy issues, member profiles, updates on supply chain, recap of events and latest developments in the wind energy industry. *WindSight* will help you get your message out to your direct target audience.

BONUS DISTRIBUTION

Additional copies of *WindSight* are distributed at CanWEA events including CanWEA's Annual Conference and Exhibition and other large industry events throughout Canada, the US and Europe. Each *WindSight* issue is also posted on CanWEA's website, providing advertisers with extra exposure.



Call your MediaEdge representative today to participate in this exciting publication!

NEW EXPANDED EXPOSURE – ONLINE

WINDSIGHT MAGAZINE IN PRINT AND NOW ALSO ONLINE

By popular demand, each issue of *WindSight* magazine is now online with an electronic, interactive version. In addition to the publication, *WindSight* readers now have the ability to access complete issues anywhere – office, home or mobile, offering advertisers multiple opportunities to reach this diverse and desired demographic at any time using a variety of new media platforms and marketing initiatives.

CanWEA now offers advertisers more opportunity to enrich their products and services with:

Hyperlinking Advertisements/Hyperlinking Company Websites

Drive readers/traffic directly and quickly to an advertiser's online promotion and marketing campaign.

Embed Video or Audio Files Directly into Your Advertisement

Generate greater awareness of a product or promotion and provide additional information right at the point of contact.

Interactive Index to Advertisers

Allows readers to directly contact an advertiser within the publication.

Detailed Tracking

Advertisers can track the activity connected to their advertisement and gather valuable data about their readers' behaviour.

Readers' options are just as dynamic:

True Interactive Experience

- Since the publication is Flash based, readers can use internal links within the publication to watch or listen to video or audio.
- Visual table of contents and the index to advertisers will take a reader directly to the page desired.
- Readers can zoom in and out of articles in high resolution.

Searching

Search an entire article using the keyword feature.

Download and Print the Magazine

Readers can PDF the entire publication and save it to their desktop for later reading...or simply print a copy.

Send to a Friend

Forward the entire interactive magazine to a friend or colleague by email.

Internet Search Engines

Content is searchable through Google, Yahoo, MSN and other Internet search engines.



HYPERLINKS

Included

STREAMING VIDEO

\$350.00 per issue

ADVERTISING SUBMISSION GUIDELINES

We can accept rich media including Java, JavaScript, HTML, DHTML and Flash.

Advertisement animation of any format may run for a maximum of 30 seconds.

Audio clips will play automatically.

FORMATS ACCEPTED



AUDIO

mp3: mpeg1, audio layer 3
wav: uncompressed audio file
wma: windows media file



VIDEO

ogg: a file type capable of video, audio and subtitles
avi: audio video interleave
mpg or mpeg: moving picture experts group
mov: the quicktime video file format
wmv: windows media video file



FLASH

flv: flash video file
swf: shockwave file

CONSIDER THIS...

- Wind energy is a very clean source of energy. It does not produce air emissions or hazardous waste.
- Wind energy offsets the emissions of other energy sources, thus reducing our contribution to global climate change.
- Wind energy creates alternative revenues for farmers who lease their land.
- Wind energy creates jobs and new employment opportunities.
- Wind energy is a cost-effective and environmentally-wise commodity, and is only becoming more and more recognized. *WindSight* is the source to keep you informed and educated on the latest activities in the industry.
- Wind energy is an important part of a clean, renewable and sustainable energy future.
- In addition to its environmental benefits, wind energy can support economic and social renewal in rural Canadian communities.

WHY ADVERTISE?

Advertising in *WindSight* is an exceptional way to reach more than 3,000 professionals in Canada, the US and Europe from the following areas:

- Wind Project Developers
- Wind Turbine Manufacturers
- Community Leaders
- Engineers
- Consultants
- Municipal, Provincial and Federal Governments
- Local and National Media
- Owners and Operators
- System Operators and Utilities
- And more

ADVERTISING RATES

COLOUR RATES - Includes Hyperlink

| SIZE | 4X RATE | 2X RATE |
|--------------------|-------------|-------------|
| Double Page Spread | \$ 3,399.50 | \$ 3,469.50 |
| Full Page | \$ 2,009.50 | \$ 2,209.50 |
| 2/3 Page | \$ 1,829.50 | \$ 1,999.50 |
| 1/2 Page | \$ 1,469.50 | \$ 1,609.50 |
| 1/3 Page | \$ 1,189.50 | \$ 1,309.50 |
| 1/4 Page | \$ 1,099.50 | \$ 1,209.50 |
| 1/8 Page | \$ 639.50 | \$ 699.50 |

COVER & PREMIUM POSITIONS

| POSITION | 4X RATE | 2X RATE |
|--------------------|-------------|-------------|
| Outside Back Cover | \$ 2,529.50 | \$ 2,709.50 |
| Inside Back Cover | \$ 2,469.50 | \$ 2,579.50 |
| Inside Front Cover | \$ 2,469.50 | \$ 2,579.50 |

INSERTS & BELLY BANDS: Available upon request

GUARANTEED POSITION: 15% extra

ADVERTISING AGENCIES: Please add 15%

ADVERTISEMENT PROOF CHARGE: \$25.00

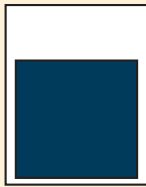
BLACK & WHITE RATE: 25% Discount off colour rates



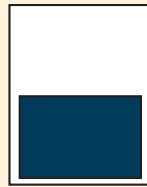
ADVERTISING SPECIFICATIONS



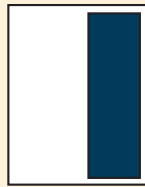
Full page



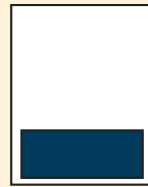
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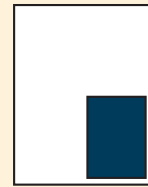
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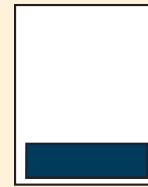
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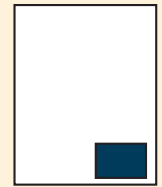
1/3 Horizontal



1/4 Vertical



1/4 Banner



1/8 Horizontal

ADVERTISING SIZES

| SIZE | WIDTH | DEPTH |
|--------------------------|---------|---------|
| Double Page Spread Bleed | 17 2/8" | 11 1/8" |
| Full Page Bleed | 8 5/8" | 11 1/8" |
| Full Page | 7" | 9 1/2" |
| 2/3 Horizontal | 7" | 6 1/4" |
| 1/2 Horizontal | 7" | 4 5/8" |
| 1/2 Long Vertical | 3 3/8" | 9 1/2" |
| 1/3 Horizontal | 7" | 3" |
| 1/4 Banner | 7" | 2 1/8" |
| 1/4 Vertical | 3 3/8" | 4 5/8" |
| 1/8 Horizontal | 3 3/8" | 2 1/8" |

PRODUCTION SPECIFICATIONS

Digital Files: Preferred format is a High Resolution (300dpi) PDF file, provided all the fonts are embedded, and all colour is converted to CMYK. Other acceptable formats are Adobe InDesign, QuarkXPress, and Adobe Illustrator files, if all graphics and fonts are also included. Please include a laser copy for reference. All colour files must be accompanied by a colour proof or separated laser proofs. Publisher assumes no responsibility for accuracy when a proof is not provided.

MECHANICAL REQUIREMENTS

| SIZE IN INCHES | WIDTH | DEPTH |
|------------------------------------|----------|---------|
| Type Size | 7" x | 9 1/2" |
| Trim Size | 8 3/8" x | 10 7/8" |
| Bleed Size | 8 5/8" x | 11 1/8" |
| Halftone Screen: 133 lines maximum | | |

PUBLISHING DATES

Winter 2012

Material Deadline: December, 2011
Publish: February, 2012

Spring 2012

Material Deadline: March, 2011
Publish Date: April, 2012

Summer 2012

Material Deadline: May, 2012
Publish Date: July, 2012

Fall 2012

Material Deadline: October, 2012
Publish Date: December, 2012

Show Guide 2012

Material Deadline: August, 2012
Publish: October, 2012

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