



canwea

CANADIAN WIND
ENERGY ASSOCIATION

ASSOCIATION CANADIENNE
DE L'ÉNERGIE ÉOLIENNE

2016 Media Planner



About CanWEA

CanWEA, the Canadian Wind Energy Association, is the voice of Canada's wind energy industry, actively promoting the responsible and sustainable growth of wind energy. A national non-profit association, CanWEA is Canada's leading source of information on wind energy's social, economic, health and environmental benefits for Canadian communities and provincial economies. Established in 1984, CanWEA represents the wind energy community — organizations and individuals who are directly involved in the development and application of wind energy technology, products and services.

Our members are Canada's wind energy leaders. They are wind energy owners, operators, manufacturers, project developers, consultants, and service providers, and other organizations and individuals that support Canada's wind energy industry.

WindSight

WindSight magazine is the official quarterly publication of the Canadian Wind Energy Association (CanWEA). It provides in-depth coverage of new communication initiatives, key policy issues, member and wind farm 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.

What we Do

CanWEA acts on behalf of its members to advance the wind industry through policy development and advocacy with different levels of government, strategic communications and outreach activities. CanWEA also provides a valuable platform for education and networking opportunities through its events, including CanWEA Connections Networking Series, Spring Forum and CanWEA Conference and Exhibition.

To learn more about CanWEA membership and events, visit www.canwea.ca.

Consider This:

- Wind energy is among the fastest growing renewable energy source in the world.
- 2014 was a record year for wind energy development in Canada with new installed capacity from 37 wind energy projects totalling nearly 1,871 MW.
- Canada finished with nearly 9,700 MW of total installed capacity - with wind developments operating in every province.
- In 2015, Canada's wind energy industry reached another significant milestone, surpassing 10,000 MW of installed wind energy capacity.
- Both Ontario and Quebec lead the country in total installed capacity with over 4,000 MW and over 2,800 MW respectively.
- In 2015, Canada's wind energy industry reached another significant milestone, surpassing 10,000 MW of installed wind energy capacity.
- Wind energy currently supplies approximately 4 per cent of Canada's electricity demand with enough power to meet the needs of over 2 million Canadian homes.
- Canada ranks 7th in the world in terms of installed wind energy capacity.
- There has been more new wind energy capacity installed over the last five years (5,690 MW) than any other form of electricity generation.
- Every megawatt of new wind energy represents an investment of approximately \$2 million.

Premium Positions

Enjoy premium recognition for your company by engaging readers that utilize the digital edition. Sponsor opportunity includes both the Exclusive positions:

Size	Width	Depth	2X Rate	4X Rate
Inside Back Cover	8 5/8"	11 1/8"	\$2,899.50	\$2,699.50
Inside Front Cover	8 5/8"	11 1/8"	\$2,899.50	\$2,699.50
Outside Back Cover	8 5/8"	11 1/8"	\$3,199.50	\$2,999.50



Digital Edition Sponsorship

MediaEdge digital editions provide a great reader user experience and have delivered over 2,700,000 page views. Enjoy premium recognition for your company by engaging readers that utilize the digital edition. Sponsor opportunity includes both the Exclusive positions.

Digital Files: Required format is a 300dpi PNG file, in RGB mode. All files must be accompanied by a colour proof. Publisher assumes no responsibility for accuracy when files are not provided in required format.

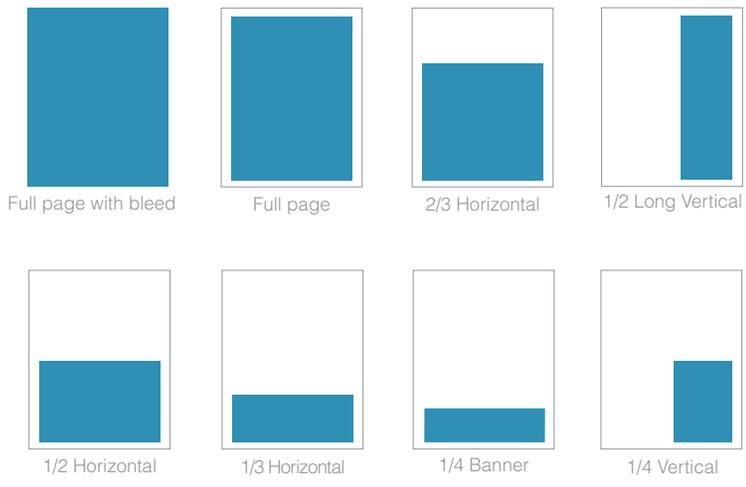
1	Top Banner/ Leaderboard	728x90 pixels	\$1,500
2	Left of Cover	500x400 pixels	
	Video (with Ad)		\$350
	Video (without Ad)		\$750





SIZE	Width	Depth	2X Rate	4X Rate
Double Page Spread*	17 2/8"	11 1/8"	\$3,699.50	\$3,499.50
Full Page with Bleed	8 5/8"	11 1/8"	\$2,499.50	\$2,299.50
Full Page	7"	9 1/2"	\$2,499.50	\$2,299.50
2/3 Horizontal	7"	6 1/4"	\$2,199.50	\$1,999.50
1/2 Long Vertical	3 3/8"	9 1/2"	\$1,899.50	\$1,699.50
1/2 Horizontal	7"	4 5/8"	\$1,899.50	\$1,699.50
1/3 Horizontal	7"	3"	\$1,499.50	\$1,299.50
1/4 Horizontal	4 5/8"	3 3/8"	\$1,499.50	\$1,199.50
1/4 Banner	7"	2 1/8"	\$1,399.50	\$1,199.50
1/4 Vertical	3 3/8"	4 5/8"	\$1,399.50	\$1,199.50

Black & White Rates: 25% discount



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.

Production Specifications

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

Direct mail opportunities - Reach the decision makers

Advertise your products and services brochure or postcard by having it polybagged and mailed with *WindSight* magazine to ensure exposure of your company to key industry players.

Direct Mail Rates (Printed insert to be supplied by client)

Size	Print and Digital	Distribution
1 page	\$1,980.00	3,000 copies
2 page	\$2,376.00	3,000 copies
Postcard	\$1,980.00	3,000 copies

Inserts & Belly Bands: Available upon request
Guaranteed Position: 15% extra
Advertising Agencies: Please add 15%
Ad Proof Charge: \$25.00

Your Target Audience!

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Each issue of WindSight, 3,000 association professionals.

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"

Publishing Dates

SPRING 2016

Material Deadline:
December, 2015

Publish:
March 2016

Global Wind Day
June 15

SUMMER 2016

Material Deadline:
March, 2016

Publish:
May, 2016

Exhibition Issue 2016
Nov 1-3

FALL 2016

Material Deadline:
August, 2016

Publish:
October, 2016

EXHIBITION GUIDE 2016

Material Deadline:
August, 2016

Publish:
October, 2016

WINTER 2016

Material Deadline:
November, 2016

Publish:
December, 2016

