



TIAC



2024 MEDIA GUIDE

tiactimes.com

TIAC Times is the official journal of record for the Thermal Insulation Association of Canada (TIAC). TIAC is the national industry association for contractors, distributors, and manufacturers of commercial, industrial, and institutional mechanical insulation, asbestos abatement, and firestop.

Every issue of TIAC Times is packed with feature articles, project stories, professional advice, and industry news that is focused on key areas of the mechanical insulation industry, including standards, code development, green building, energy efficiency, material innovations, labour, business management, safety, technology, and the state of the construction industry in Canada.

TIAC



ACIT

Thermal Insulation Association of Canada

The Voice of The Mechanical Insulation Industry

Association Canadienne de l'Isolation Thermique

La voix de l'industrie de l'isolation mécanique

who's reading TIAC Times

TIAC Times is published by Point One Media Inc. on behalf of the Thermal Insulation Association of Canada.

Approximately 900 copies are distributed at no charge to TIAC members, contractors, distributors, manufacturers, engineers, specification writers, governments, technical schools, client lists provided by TIAC members, and suppliers to the mechanical insulation, asbestos abatement, and firestop industries in Canada.



	Topics	Editorial	Ad Booking	Ad Due
Winter	<ul style="list-style-type: none">• Construction Outlook• Business Management	December 18, 2023	January 16, 2024	January 18, 2024
Spring	<ul style="list-style-type: none">• Conference Registration• Committee News	March 20	April 12	April 16
Summer	<ul style="list-style-type: none">• TIAC Conference• Insulation Innovations	June 21	July 15	July 17
Fall	<ul style="list-style-type: none">• Green Building• Conference Wrap-up	October 3	October 23	October 25

editorial contributions

We welcome editorial contributions from our valued TIAC members and Canadian building professionals. If you'd like to see an article covering a specific topic, have timely industry news, or are working on an interesting project, tell us about it. Contact our editor by phone at 250.816.3671 or by email at jessica.kirby@pointonemedia.com to table your ideas.

Sponsored Content

Whether you're looking to increase sales, market your company for future projects, or attract new tradespeople to your growing company, *TIAC Times* has you covered.

Let us tell your story, your way.

Our sponsored content packages provide industry leaders an opportunity to share all the details on what makes their company or products shine. Have our cracker-jack team of writers develop targeted, company-centric articles for distribution to your specific audience at *TIAC Times* and use the content as part of your external marketing strategies.

These editorial packages are specifically for marketing your products, services, or business. They combine the power of print and digital in one of the most effective sales tools available in print and digital media today. Printed in the magazine, published online at *tiactimes.com*, and shared on our social media channels means your targeted readership and demographic will be sure to see your content.

Check out these attention-grabbing examples of how to leverage sponsored content to reach your audience:

- **Product news** - showcase new or existing products, what makes them cutting edge, and how using them makes your work exceptional.
- **Service news** - tell readers about a new service you are offering and how its features and benefits can benefit your clients.
- **Project partnerships** - share the details of a project story that positions your company and your partners as innovators in the market—unlike our typical project stories, which focus on the technical details, a project partnership is your team's chance to show off for prospective building owners, general contractors, and mechanical contractors.
- **Your company** - tell your company story your way, focusing on all the ways your staff, leadership, products, and service make your company the best hire in the industry.
- **Choose your own topic** - have your own vision of how to market your company using sponsored content? Partner with our team to turn those ideas into solid copy and eye-catching graphics. Reach out today to table your ideas and get the extra reach and exposure you need to set your business apart from the crowd.

Highlight - \$799 / article

- 450-word article and one photo
- PDF of the article (hi-res and low-res)
- social media posts

Spotlight - \$1299 / article

- 650-word article and two photos
- PDF of the article (hi-res and low-res)
- social media posts

Insight- \$1699 / article

- 850-word article and three photos
- PDF of the article for your own use and distribution
- social media posts
- email distribution to our *TIAC Times* digital subscribers

À la carte:

- Add a print display advertisement and receive 20% off rate card
- Add \$299 to have your story adapted for industry-wide distribution and sent to key media outlets as a press release



full colour print display ad rates

Frequency	Member Pricing	
	1 x	4x
Full Page	\$1749	\$1699
1/2 Page	\$1409	\$1379
1/3 Page	\$1319	\$1269
1/4 Page	\$1199	\$1189
Business Card	\$255	\$245

positions

Inside Covers..... add 10% to total ad cost
Other Special Positions..... add 7.5% to total ad cost

Rates shown are net. Agencies please add 15%.

back cover logos

Demonstrate your support for the industry by having your logo on the outside back cover of each issue of *TIAC Times*. Limited space available.

\$115/issue (yearly commitment)

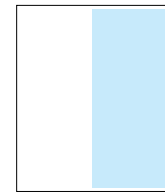
file submissions

- Preferred Format: High-resolution PDF. Fonts must be embedded.
- Photoshop: TIFF/EPS. 300 dpi, CMYK.
- Illustrator: AI/EPS. Include all placed images, 300 dpi, CMYK. All fonts converted to outlines.

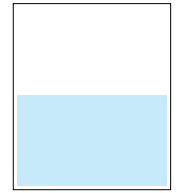
All ad make-up work to be done in-house submitted past closing will be billed out at \$79 per hour.



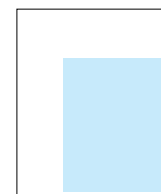
Full Page
Trim 8 x 10.5"
Bleed 8.5 x 11"



1/2 Vertical
3.375 x 9.5"



1/2 Horizontal
7 x 4.625"



1/2 Island
4.585 x 7"



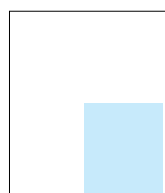
1/3 Square
4.585 x 4.625"



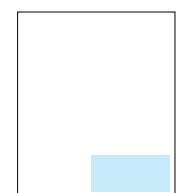
1/3 Vertical
2.165 x 9.5"



1/3 Horizontal
7 x 3"



1/4 Page
3.375 x 4.625"



Business Card
3.375 x 2"

banner advertising

All banner advertising is sold on a flat-rate basis.

Leaderboard ROS (run of site)	728 x 90 pixels	\$499/yr
Masthead ROS (run of site)	234 x 60 pixels	\$449/yr
Big Box Main Page	300 x 250 pixels	\$399/yr

digital submissions

Format: JPG or GIF (static or animated), SWF (30 frames per second using images of 72 dpi. All URLs to be embedded in file).



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