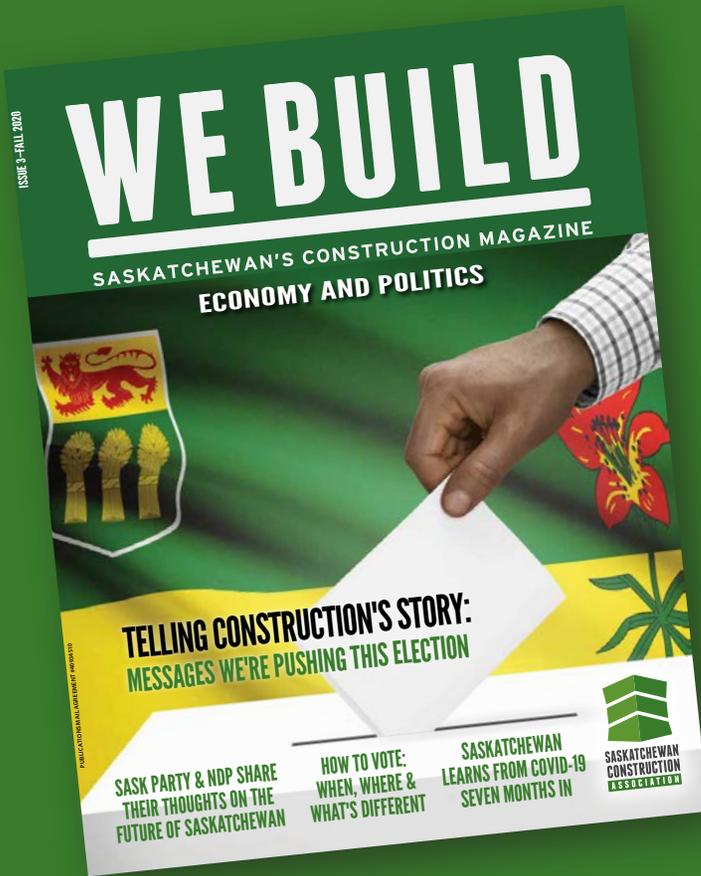




**SASKATCHEWAN  
CONSTRUCTION  
ASSOCIATION**

**We build Saskatchewan.**



701 Henry Ave., Winnipeg, MB R3E 1T9  
www.lestercommunications.ca  
Sales: 866-953-2186 | Fax: 204-953-2199

New for 2021, printed products will be produced locally in Saskatchewan.

**2021** Media Kit

## Who We Are

**The Saskatchewan Construction Association is the voice of Saskatchewan's dynamic construction industry.**

The Saskatchewan Construction Association (SKCA) is the strong provincial advocacy voice of Saskatchewan's dynamic construction industry. SKCA's approximately **1,000 member firms** are involved in all aspects of this diverse industry; they carry out industrial, commercial, institutional and heavy construction as well as build multi-unit residential complexes. SKCA's membership represents nearly all of the large and medium sized firms within Saskatchewan and includes:

- Trade contractors
- Project and building owners
- General contractors
- Suppliers and manufacturers
- Finance, legal and professional service firms
- Design consultants (architects, engineers, etc.)

## What We Do

SKCA provides collaborative and trusted leadership that sustains a prosperous construction industry and a better quality of life for the people of Saskatchewan. Our mission is to create extraordinary value for members through:

- Providing members with a competitive advantage in the marketplace
- Encouraging investment in Saskatchewan
- Growing business opportunities for members
- As the voice of the industry, advocating to government and the public

Some of the issues with which SKCA deals on a regular basis on behalf of its membership and the Saskatchewan construction industry at large:

- Industry workforce development
- Industry standard practices
- Indigenous employment initiatives
- Infrastructure renewal
- Research and development
- Taxation and legislative issues affecting the construction industry
- Safety and workers' compensation concerns

## The value that SKCA will bring its members in 2021:



### Passing prompt payment legislation

The Canadian Construction Association estimates that even a 30-day delinquency in payment eats away roughly 10 per cent of profit, and the industry average in Saskatchewan is more than 70 days! SKCA was successful in getting the law passed to stop this from happening and will lobby hard to ensure the regulations apply to all sectors in construction. Getting paid when the work is done just makes sense, no matter if the work is commercial, residential or industrial.



### Standardizing procurement practices across government and Crown corporations

SKCA's recommendations focus on enhancing the success of local vendors and achieving solid ROI for the Saskatchewan taxpayer. In 2021, SKCA will push for these to become the standard across the board.



### Economic growth and attracting investment

SKCA aims to make Saskatchewan the place to invest by reducing red tape in procurement and business operations and puts an emphasis on producing the research to show decision-makers how Saskatchewan can maintain a competitive tax environment.



### Promoting investment in infrastructure

SKCA will continue to encourage both the public and private sector to deliver vital social and business infrastructure, such as hospitals, schools, business districts and recreation facilities to support a better quality of life for Saskatchewan residents. Saskatchewan companies understand the province's needs and best interests.



### Enhancing relationships with owners and the design community

SKCA helps its members to make the connections they need to be successful at every level of construction, from design to procurement to execution – even in this new era of limited in-person event opportunities.



### Social influence – @WeBuildSK:



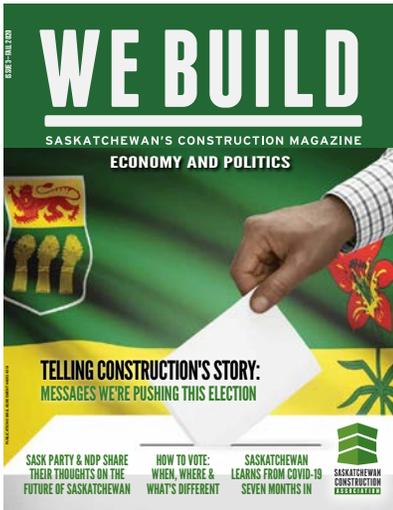
2,500+ Twitter followers



1,600+ likes on Facebook



550+ LinkedIn followers



## We Build

### Saskatchewan's construction magazine

*We Build* is the official publication of the SKCA, with each quarterly edition containing expert perspectives on a variety of topics affecting or intersecting the Saskatchewan construction industry, project and SKCA member profiles, association and industry news and more.

*We Build* is published in March, June, September and December and distributed free of charge to key stakeholders in Saskatchewan's construction industry, including (but not limited to) active members, industry partners and associations, municipal government, provincial public officials and Members of Legislative Assembly.

**NOW AVAILABLE AS A DIGITAL FLIPBOOK FOR ONLINE READERS!**

## Market Reach

Frequency: Quarterly  
 Controlled circulation: 1,500 printed copies  
 Estimated readership\* per edition: 5,250

\*3.5 readers estimated per copy

## Important Dates

Issue	Ad Space Reservation Date	Distribution
Summer (Quarter 2) 2021	Friday, May 21, 2021	June 2021
Fall (Quarter 3) 2021	Friday, Aug. 20, 2021	September 2021
Winter (Quarter 4) 2021	Friday, Nov. 12, 2021	December 2021

## Print Advertising Rates\*

### Specialty print products:

Cover gatefolds, inserts & outserts, wraparound bellybands  
 Please inquire for availability and rates



SIZE	Non-member		Member	
	1-2x	3-4x	1-2x	3-4x
2 <sup>nd</sup> /3 <sup>rd</sup> Cover*	\$1,959.50	\$1,861.53	\$1,665.58	\$1,582.30
4 <sup>th</sup> Cover*	\$2,059.50	\$1,956.53	\$1,750.58	\$1,663.05
DPS	\$3,150.00	\$2,992.50	\$2,677.50	\$2,543.63
Half-DPS	\$1,825.50	\$1,734.23	\$1,551.68	\$1,474.10
Full page	\$1,732.50	\$1,645.88	\$1,472.63	\$1,399.00
Two-thirds page	\$1,405.50	\$1,335.23	\$1,194.68	\$1,134.95
Half page**	\$1,155.50	\$1,097.73	\$982.18	\$933.07
Third page**	\$956.50	\$908.68	\$813.03	\$772.38
Quarter page	\$815.50	\$774.73	\$693.18	\$658.52
Sixth page	\$610.50	\$579.98	\$518.93	\$492.98
Eighth page	\$499.50	\$474.53	\$424.58	\$403.35

Rates are per insertion, to be invoiced separately after each edition is published

\*SKCA members have first opportunity to reserve prime positions

\*\* 10% surcharge for guaranteed island placement

All advertising rates are full colour and in net Canadian dollars, subject to applicable taxes. Advertisers booked on prime positions will have first right of refusal on renewal. These rates and all advertising orders are subject to Lester Communications Inc.'s Contract & Regulations.

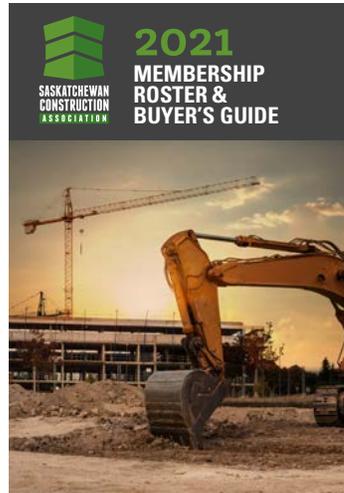
All requested ad builds incur a flat \$50 charge.

Print specifications can be found on page 6 of this media kit.

## SKCA Membership Roster & Buyer's Guide

The SKCA Membership Roster & Buyer's Guide is an invaluable resource for Saskatchewan's construction industry. Produced annually in the spring and distributed to all SKCA members, the roster lists contact information for each integrated partner and association member. The buyer's guide lists the trades and services that each member provides, by national MasterFormat specifications.

The roster is published in a coil-bound, easily transportable size with tabbed sections for quick reference and usage, serving as a useful year-round tool for all SKCA members and stakeholders.



**NOW AVAILABLE AS A DIGITAL FLIPBOOK FOR ONLINE READERS!**

### Market Reach

Frequency: Annual

Controlled circulation: 1,200 printed copies



### Important Dates

Issue	Ad Space Reservation Date	Distribution
2021	Friday, May 7, 2021	June 2021

## Advertising Rates\*

SIZE	Non-member	Member
2 <sup>nd</sup> /3 <sup>rd</sup> Cover*	\$3,000.00	\$2,550.00
4 <sup>th</sup> Cover*	\$3,350.00	\$2,847.50
Tab**	\$2,150.00	\$1,827.50
Full page	\$1,500.00	\$1,275.00
Half page	\$950.00	\$807.50
Quarter page	\$500.00	\$425.00
Sixth page	\$400.00	\$340.00
Logo above listings	N/A	\$250.00

\*SKCA members have first opportunity to reserve prime positions

\*\*Tab positions are full page placements

All advertising rates are full colour and in net Canadian dollars, subject to applicable taxes. Advertisers booked on prime positions will have first right of refusal on renewal. Advertisers booking placements in the directory along with any additional placement in *We Build* magazine or the SKCA e-newsletter on a single contract are also eligible for an additional 5% frequency discount on their directory advertisement. These rates and all advertising orders are subject to Lester Communications Inc.'s Contract & Regulations.

All requested ad builds incur a flat \$50 charge.

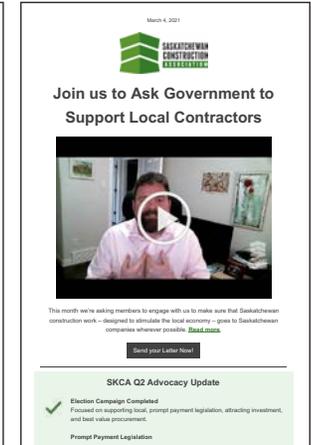
Print specifications can be found on page 6 of this media kit.



## SKCA Electronic Newsletter

SKCA's monthly e-newsletter reaches every single contact in SKCA's membership database, as well as over 1,000 affiliated contacts including industry partners, trade associations, infrastructure owners and various other stakeholders who have requested to be on the circulation list over the years. The e-newsletter is one of the association's primary means of communicating directly with decision makers and key stakeholders in the province's diverse construction industry. The newsletter is optimized for desktop, tablet or mobile viewing, and is typically sent on the first Thursday of each month.

Advertising space in the e-newsletter is limited and will be available on a first-come, first served basis. All advertisers are guaranteed first right of refusal on their space for renewal. When advertising space in the e-newsletter is sold out, companies will be eligible to join a waiting list to hear opportunities about any advertising spaces that may come available in the future.



## Digital Impact

Subscribers: 2,700+  
Average open rate: 33%  
Average click-through rate: 19%

*\*Averages from 2020*

## Advertising Rates and Specifications

Rectangle – 638 x 118 pixels				
Duration	12 Months	Six Months	Three Months	One Month
Non-member	\$2,200.00	\$1,400.00	\$800.00	\$300.00
Member	\$1,870.00	\$1,190.00	\$680.00	\$255.00

Square – 270 x 225 pixels				
Duration	12 Months	Six Months	Three Months	One Month
Non-member	\$2,000.00	\$1,100.00	\$675.00	\$275.00
Member	\$1,700.00	\$935.00	\$573.75	\$233.75

Spotlight Profile – 250 x 174 pixels; 65 words maximum				
Duration	12 Months	Six Months	Three Months	One Month
Non-member	\$1,800.00	\$950.00	\$600.00	\$275.00
Member	\$1,530.00	\$807.50	\$510.00	\$233.75

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

All advertisements will be hyperlinked to the website address of the advertiser's specification (website must be directly related to ad content). Advertisers booking placements in the e-newsletter along with any additional placement in *We Build* magazine or the SKCA membership directory on a single contract are also eligible for an additional 5% frequency discount on their e-newsletter advertisement. These rates and all advertising orders are subject to Lester Communications Inc.'s Contract & Regulations.

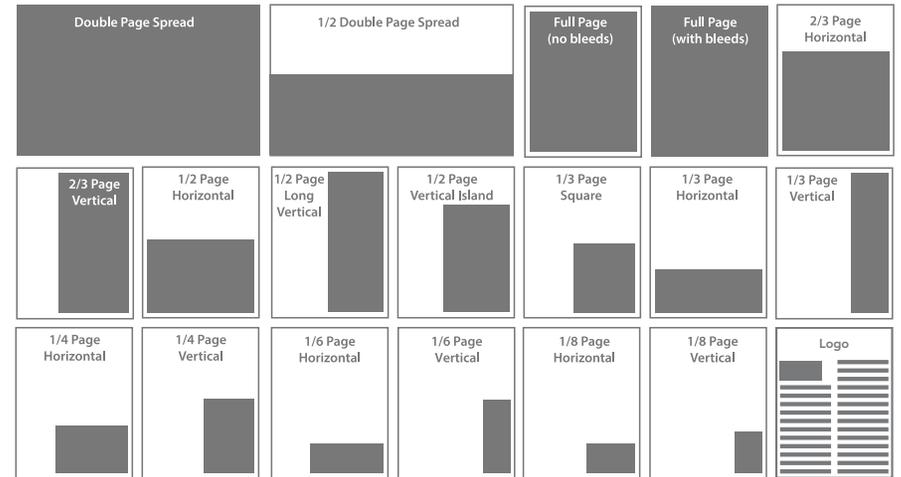
# Print Specifications

## We Build

Space	Bleed	Non-Bleed	Trim	Live
DPS	17" x 11.125"	–	16.75" x 10.875"	16.25" x 10.375"
1/2 DPS	17" x 5.525"	–	16.75" x 5.4"	16.25" x 4.9"
Full Page/Cover	8.625" x 11.125"	7.125" x 9.875"	8.375" x 10.875"	7.875" x 10.375"
2/3 Vertical	–	4.75" x 9.875"	–	–
2/3 Horizontal	–	7.125" x 6.5"	–	–
1/2 Vertical	–	3.5" x 9.875"	–	–
1/2 Horizontal	–	7.125" x 4.75"	–	–
1/3 Vertical	–	2.25" x 9.875"	–	–
1/3 Horizontal	–	7.125" x 3.125"	–	–
1/3 Square	–	4.75" x 4.75"	–	–
1/4 Vertical	–	3.5" x 4.75"	–	–
1/4 Horizontal	–	4.75" x 3.5"	–	–
1/6 Vertical	–	2.25" x 4.75"	–	–
1/6 Horizontal	–	4.75" x 2.25"	–	–
1/8 Vertical	–	2.25" x 3.5"	–	–
1/8 Horizontal	–	3.5" x 2.25"	–	–

## SKCA Membership Roster & Buyer's Guide

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



### Printing

- › Offset
- › Publication trim size: 8.375" x 10.75"

### Safety

- › All live matter must be 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

- › File upload via [www.lesterpublications.com](http://www.lesterpublications.com)
- › Email to [artwork@lesterpublications.com](mailto:artwork@lesterpublications.com)
- › Dropbox: [artwork@lesterpublications.com](mailto:artwork@lesterpublications.com)

### Other Acceptable Formats

- › Collected Mac InDesign files:
- › All fonts must be collected and included
- › High-resolution 300 dpi images at 100% size
- › 300 dpi, CMYK or grayscale raster images in TIFF or Photoshop EPS file format
- › Vector EPS file format (all fonts converted to paths/outlines)
- › Illustrator file formats (all fonts converted to paths/outlines)

### Contacts

#### Sales

[adsales@lesterpublications.com](mailto:adsales@lesterpublications.com)

**Sales & Art Director:** Myles O'Reilly  
204-953-2188

[moreilly@lesterpublications.com](mailto:moreilly@lesterpublications.com)

#### Publisher:

Jill Harris  
866-953-2182

[jharris@lesterpublications.com](mailto:jharris@lesterpublications.com)

For editorial inquiries, contact Megan Jane, manager of marketing at communications at SKCA: 306-525-0171 | [meganj@scaonline.ca](mailto:meganj@scaonline.ca)