

Canadian

**PROCESS**

**EQUIPMENT & CONTROL NEWS**

equipment • instruments • controls • materials



cpecn.com

**We are read by over 23,000 Process Professionals**  
***Maximize Your Message Impact!***



**DIGITAL MARKETING**

**PRINT ADVERTISING**



**EDITORIAL CALENDAR**

**2021 Media Kit**

# Targeted circulation is THE KEY TO SUCCESS to any advertising program!



Our readers have **KEY** job titles  
in **KEY** industries

## COMPARE YOUR MARKETING TARGET WITH OUR READERSHIP DEMOGRAPHICS!



### Circulation by Industry Group

Chemicals & Allied Products	1,087
Pulp and Paper	1,180
Petroleum, Coal & Natural Gas Processors	724
Plastic & Rubber Products Producers	971
Mines & Metal Processors	1,267
Non-Metallic Minerals Processors	571
Food & Beverage Processors	2,421
Pharmaceuticals & Medicine Manufacturers	326
Power Generation	484
Textiles Processors	239
Engineering Related Services	7,076
Environmental Control	991
Educational Institutions	174
Other Secondary Manufacturers	2,663
Other Government Agencies	441
Wholesale Trade Distributors	1,448
Contractor Services	710
Others Allied To The Field	184
<b>Total</b>	<b>22,957</b>

### Circulation by Job Title

Executive Management	4,999
Administrative Management	3,249
Maintenance Management	1,364
Purchasing	889
Plant Production Operations	4,755
Engineering	6,594
Materials Handling Personnel	195
Research & Development	818
Other Qualified Personnel	94
<b>Total</b>	<b>22,957</b>

100% 'Direct Request' From Recipient + 100% 'Mailed by Name and Title' Circulation

2021 Digital Advertising Rates and Services  
Canadian Process Equipment & Control News Newsletter and Website

## Great Brand Exposure and ...

Canadian  
**PROCESS EQUIPMENT & CONTROL NEWS**

**W**E send our readers an electronic newsletter containing even more technology updates and news. The *Canadian Process eNews* also contains information on process trends, application stories, product lines available and coming events, as well as video demonstrations.

**O**UR eNewsletter is successfully delivered every two weeks on Wednesdays (see schedule at right) to over 12,000 of our readers.

Advertising in our *eNews* platform automatically means your ad appears on the website until the next newsletter is deployed. Pricing and ad sizes are shown at the left.

**W**E welcome all inquiries. Contact Rob Sommerville, publisher of CPECN, for details at [rsommerville@cpecn.com](mailto:rsommerville@cpecn.com).



### eNEWS DEPLOYMENT DATES

January 13 + 27  
February 10 + 24  
March 10 + 24  
April 7 + 21  
May 5 + 19  
June 2 + 16  
July 7 + 21  
August 4 + 18  
September 1 + 15 + 29  
October 13 + 27  
November 10 + 24  
December 15

Canadian  
**PROCESS EQUIPMENT & CONTROL NEWS**

Published by Canadian Process Equipment & Control News Ltd.

Electrical and pneumatic  
Drum and Container Pumps

**TOP STORY**

Rittal Systems announces new president during 25th anniversary year  
Mississauga, ON-based Rittal Systems Ltd. has announced that Tim Rourke will be resigning as president, and Andre Bousette will be stepping into this role, taking leadership of Rittal's Canadian operations. Rourke completed 25 years of service to Rittal Systems in 2020 beginning with the company's first year of operations in Canada. [Read More](#)

**KEEP CALM IT'S EXPLOSION PROOF**

**YOUR IMPACT BOX AD HERE**

**MORE NEWS**

Saskatchewan wastewater treatment plant project reaches completion  
The Town of Preeceville, SK's Wastewater Treatment Facility Project has been completed and has been hooked up to the existing system, according to the Preeceville Progress. The project involved the construction of two new aerated lagoon cells, two nitrification cells, a new blower building to house the mechanical equipment and electronics, and... [Read More](#)

Nouveau Monde Graphite commits to all-electric fleet for sustainable open-pit mining  
Set to become the world's first all-electric open-pit mine, Montreal-based Nouveau Monde Graphite (NMG) is advancing its procurement process for its fleet and charging infrastructure through an international call for pre-qualification. Yet another step towards achieving... [Read More](#)

**MAKE YOUR MESSAGE STAND OUT**

**\*Pricing:**  
Print Advertisers/  
Non-Advertisers

**HEADBOARD BANNER AD**  
728 x 90  
\$400/\$500\*

**IMPACT BOX ADS**  
300 x 250  
\$350/\$400  
\$350/\$400

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**BODY BANNER AD**  
728 x 90  
\$350/\$400







# Targeted Content Rules!

We Keep Our Readers Loyal With Superior Editorial. Better. Best. *CPECN*.

## 2021 *CPE&CN* closing dates

### February Issue

**Focus on Instrumentation**  
Supplement: **Dust Control**

Editorial Close: January 8, 2021  
Advertising Close: January 15, 2021  
Material Due: January 20, 2021  
Mails: February 10, 2021

### April Issue & Gold Pages

**Focus on Plant Communications**  
Supplement: **Bulk Powders & Solids**

Editorial Close: March 5, 2021  
Advertising Close: March 12, 2021  
Material Due: March 17, 2021  
Mails: April 7, 2021

### June Issue

**Focus on Maintenance & Safety**  
Supplement: **Instrument Calibration Labs**

Editorial Close: April 30, 2021  
Advertising Close: May 7, 2021  
Material Due: May 12, 2021  
Mails: June 7, 2021

### August Issue

**Focus on Environment**  
Supplement: **Wastewater Management**

Editorial Close: July 16, 2021  
Advertising Close: July 23, 2021  
Material Due: July 28, 2021  
Mails: August 23, 2021

### October Issue & Gold Pages

**Focus on Fluids Handling**  
Supplement: **Sensor Technology**

Editorial Close: September 3, 2021  
Advertising Close: September 10, 2021  
Material Due: September 15, 2021  
Mails: October 12, 2021

### December Issue

**Focus on Plant Automation**  
Supplement: **Fittings & Couplings**

Editorial Close: October 22, 2021  
Advertising Close: October 29, 2021  
Material Due: November 3, 2021  
Mails: November 29, 2021

## ... Proven Lead Generator



➔ **AFTER** your E news ad gets delivered we put it up on our web site for the next two weeks — FREE!

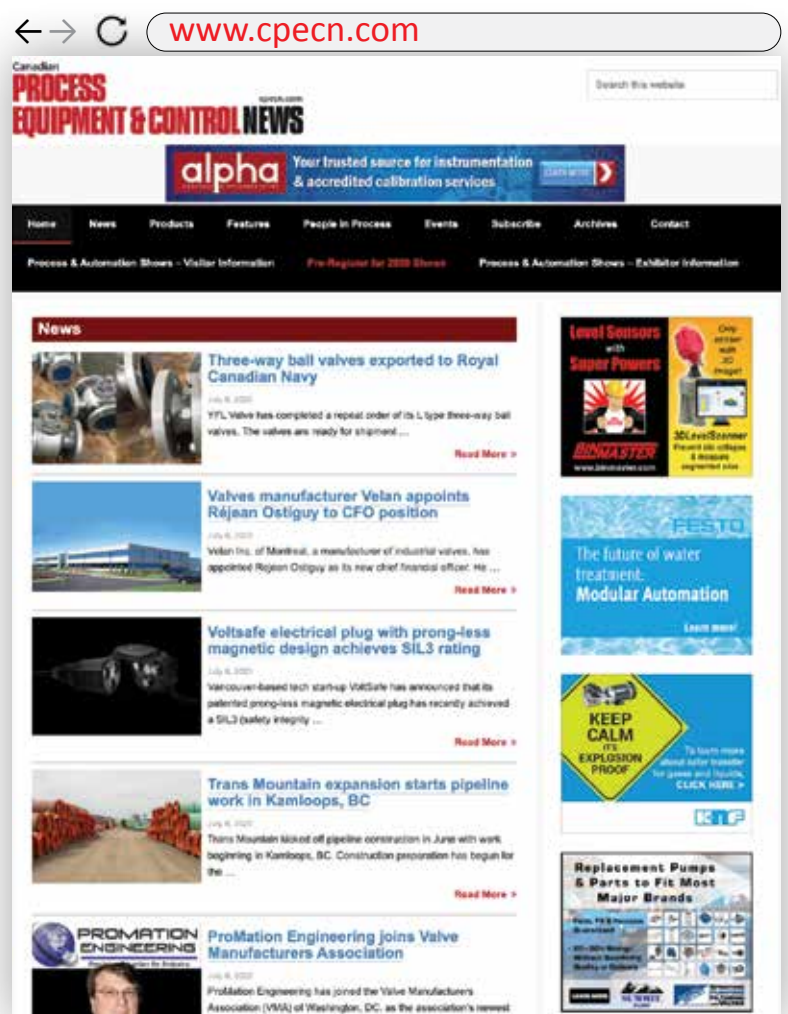
➔ **THIS** means your message is being delivered and it has a two-week shelf life on our web site — all for the same investment.

➔ **STATISTICS** — we have them all.

➔ **LEADS** in spread sheets.

➔ **ENews** delivered, opens and clicks.

➔ **WEB** page views, impressions and more!



# 2021 Digital Advertising Rates and Services

## Canadian Process Equipment & Control News Newsletter and Website

### Newsletter Space Rates

Please refer to the sample CPECN newsletter below for ad sizes and rates. The newsletter is deployed every second Wednesday morning beginning on January 13, 2021 (see schedule below). Three standard sizes are offered in four different positions throughout the newsletter.

### Website

Advertisements that are scheduled for the newsletter automatically are posted in their same size configuration to the CPECN website at the time of

deployment and have run-of-site for the duration until the next scheduled newsletter. Advertisers that also have contracts for print space receive a discount according to the size of the digital ad — see below for these rates.

### Customized Electronic Blasts

CPECN also offers customized e-blasts sponsored by the advertiser and are designed to be deployed in alternate weeks from the newsletters. Contact Rob Sommerville, Publisher for details at [rsommerville@cpecn.com](mailto:rsommerville@cpecn.com) or 905-770-8077.



### TOP STORY



#### Rittal Systems announces new president during 25th anniversary year

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### MORE NEWS



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### BODY BANNER AD

<< << <<

728 x 90

\$350/\$400

MAKE YOUR MESSAGE STAND OUT

# 2021 Print Advertising Rates and Services

## Canadian Process Equipment & Control News Magazine

Rate Card #48 • Effective January 1st, 2021

<b>TABLOID</b> <b>Bleed</b> <b>9-3/4 x 13-1/2"</b>  <b>Trim</b> <b>9 1/2 x 13.25"</b>	<b>STANDARD</b> <b>Bleed</b> <b>7-3/8</b> <b>x 10-1/2"</b> <b>Trim</b> <b>7" x 10"</b>	<b>3/4 Page</b>  <b>Vertical</b> <b>3-3/8 x</b> <b>13-1/4"</b>	<b>3/4 Page</b>  <b>Horizontal</b> <b>9-1/2 x 4-7/8"</b>	<b>2/3 Page</b>  <b>Vertical</b> <b>4-1/2 x 10"</b>	<b>1/2 Page</b>  <b>Island</b> <b>4-1/2 x</b> <b>7-1/2"</b> <b>Vertical</b> <b>3-3/8 x 10"</b> <b>Horizontal</b> <b>7 x 4-7/8"</b>	<b>1/3 Page</b>  <b>Vertical</b> <b>2-1/8 x 10"</b>  <b>Square</b> <b>4-1/2 x 4-1/2"</b>	<b>1/4 Page</b>  <b>Vertical</b> <b>3-3/8 x 4-7/8"</b>
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### Rates for Black & White Ad \*Publisher cannot accept responsibility for ads provided without contract proofs.\*

	1x	3x	6x	12 x
Tabloid Page	\$4650	\$4450	\$4350	\$4150
Standard Page	\$3875	\$3725	\$3570	\$3420
3/4 Page	\$3260	\$3150	\$3060	\$2960
2/3 Page	\$3060	\$2950	\$2850	\$2750
1/2 Page	\$2360	\$2280	\$2200	\$2120
1/3 Page	\$1730	\$1680	\$1630	\$1580
1/4 Page	\$1225	\$1175	\$1125	\$1070

### Colour Rates

4-Colour Process:

Standard Colour from process:

Matched Colours (PMS):

\$1125

\$510

\$560

### Advertising Space Rates

Based on total space used within a 12-month period from date of first insertion.

### Inserts

Target your insert promotion to our readers and segment our list by region, industry, or job title. A "rifle" approach to marketing. It will cost a fraction of the cost of direct mail. Contact your sales representative for a quote.

### Commission & Cash Discount

Agency Commission: 15% of gross billing allowed to recognized advertising agencies on space, colour, and position. Commission is not allowed on other charges such as trimming, printing of inserts, inserting charges or mechanical charges.

### Advertising Material & Specifications

Files to be supplied as Press ready PDFs and should have fonts and images embedded. Publisher accepts no responsibility for possible errors due to ripping when files have not been saved correctly. We accept files via e-mail up to 4 MB in size. Anything larger can be placed on our ftp site – please contact your sales representative for details.

### Direct Mail & Target Marketing

Call for a custom quote.

### Gold Pages

#### PUMP SOLUTIONS

The Elima-Matic pumps from Versa-Matic offer low cost rebuild options such as replaceable valve sleeve and simple refurbishment kits. Elima-Matic pumps are designed to reduce downtime.

**YORK FLUID CONTROLS LTD.**

[sales@yorkfluid.com](mailto:sales@yorkfluid.com)



#### CATALOG

AutomationDirect's Volume 14 catalog offers over 12,000 industrial automation products for a wide range of applications. The catalog features product descriptions, SKUs and ordering information.

**AUTOMATIONDIRECT**

[www.automationdirect.com](http://www.automationdirect.com)



The Gold Pages are published in April and October within the magazine. A special section will be set aside in the April and October issues to emphasize your available literature, your website and newsletters and any training or special events you may be planning. The best news is the price for this will be the same as last year.

There will be 15 on a page and advertisers will pay only \$550, and non-advertisers will pay \$700. Promote your website, literature, and e-newsletter promotions in these valuable quick reference guides.

### 2021 Gold Pages Closing Dates

#### April

Advertising Close: March 12, 2021

Material Due: March 17, 2021

Mails: April 7, 2021

#### October

Advertising Close: September 10, 2021

Material Due: September 15, 2021

Mails: October 12, 2021



10,520 Yonge St. Unit 35B #149, Richmond Hill, ON L4C 3C7

tel: 905.770.8077 e-mail: [cpe@cpecn.com](mailto:cpe@cpecn.com) web: [www.cpecn.com](http://www.cpecn.com)

Client assumes all liability for content of any advertisement/insert and agrees to indemnify Canadian Process Equipment and Control News and their employees from any claims that arise therefrom including the solicitor and client costs and disbursements plus applicable taxes thereon of defending such claims