2022 Media Kit

Canadian
PROCESS EQUIPMENT & CONTROL NEWS

cpecn.com

50 Anniversary

Maximize Your Message Impact!

Read by over 23,000 Process Professionals

- Digital Marketing
- Print Advertising
- Editorial Calendar

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

Compare Your Marketing Target With Our Readership Demographics!

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

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
Total	22,957

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
Total	22,957

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

Great Brand Exposure With

Canadian PROCESS EQUIPMENT & CONTROL eNEWS

FIFTY years ago, the concept of sending our readers an electronic newsletter — supported by something called a "website" — was barely imaginable. Nowadays, we offer these services to provide readers way more technology updates and news. Readers no longer want to "party like its 1973." Of course, *Canadian Process eNews* also contains information on process trends, application stories, product lines available and coming events, as well as video demonstrations.

OUR 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 show at the left.

WE welcome all inquiries. Contact Rob Sommerville, publisher of *CPECN*, for details at rsommerville@cpecn.com.

eNEWS DEPLOYMENT DATES

January 12 + 26	July 13 + 27
February 9 + 23	August 10 + 24
March 9 + 23	September 7 + 21
April 6 + 20	October 5 + 19
May 4 + 18	November 2 + 16 + 30
June 8 + 29	December 14

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Targeted Content Rules!

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

2022 *CPE&CN* closing dates

February Issue
Focus on **Instrumentation**
Supplement: **Straining & Filtering**

Editorial Close: January 7, 2022
Advertising Close: January 14, 2022
Material Due: January 19, 2022
Mails: February 11, 2022

April Issue & Gold Pages
Focus on **Plant Communications**
Supplement: **Bulk Powders & Solids**

Editorial Close: March 4, 2022
Advertising Close: March 11, 2022
Material Due: March 16, 2022
Mails: April 8, 2022

June Issue
Focus on **Maintenance & Safety**
Supplement: **Pumps, Seals & Piping**

Editorial Close: April 29, 2022
Advertising Close: May 6, 2022
Material Due: May 11, 2022
Mails: June 3, 2022

August Issue
Focus on **Environment**
Supplement: **Motors & Drives**

Editorial Close: July 8, 2022
Advertising Close: July 15, 2022
Material Due: July 21, 2022
Mails: August 15, 2022

October Issue & Gold Pages
Focus on **Fluids Handling**
Supplement: **Data Acquisition**

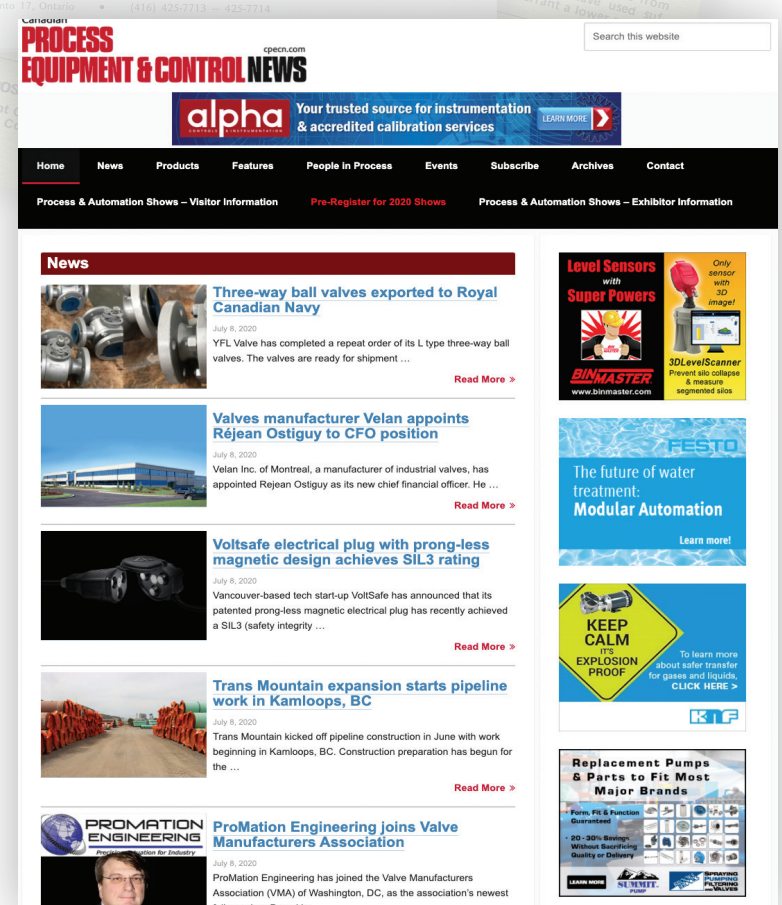
Editorial Close: September 2, 2022
Advertising Close: September 9, 2022
Material Due: September 14, 2022
Mails: October 14, 2022

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

Editorial Close: October 21, 2022
Advertising Close: October 28, 2022
Material Due: November 2, 2022
Mails: December 2, 2022

E NEWS + WEBSITE = 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.
- E NEWS delivered, opens and clicks.
- WEB page views, impressions and more!



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2022 Digital Advertising Rates and Services

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 12, 2022 **(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 or 905-770-8077.

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

HEADBOARD BANNER
728 x 90
$400/$500*
<< << <<

IMPACT BOX AD
300 x 250
$350/$400*
<< << <<

2022 Newsletter Deployment Dates

January 12 + 26
February 9 + 23
March 9 + 23
April 6 + 20
May 4 + 18
June 8 + 29
July 13 + 27
August 10 + 24
September 7 + 21
October 5 + 19
November 2 + 16 + 30
December 14

BODY BANNER
728 x 90
$350/$400*
<< << <<

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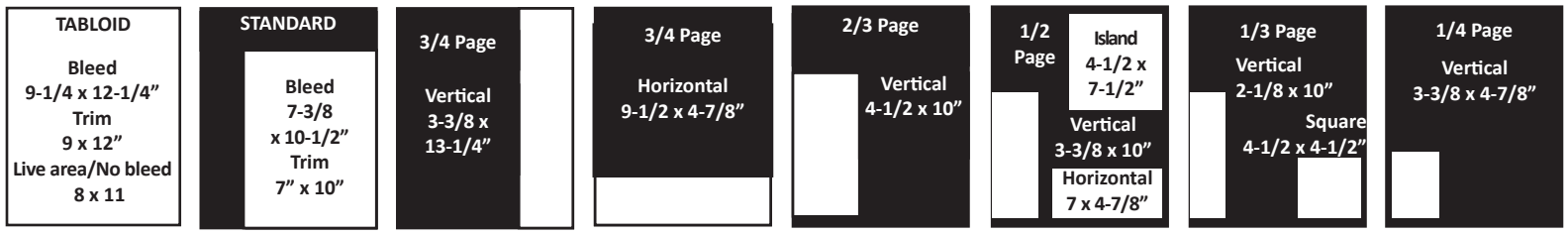
2022 Print Advertising Rates and Services

Rate Card #50 • Effective January 1st, 2022



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:	$1125
Standard Colour from process:	$510
Matched Colours (PMS):	$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

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

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.

2022 Gold Pages Closing Dates

April		October	
Advertising Close:	March 11, 2022	Advertising Close:	September 9, 2022
Material Due:	March 16, 2022	Material Due:	September 14, 2022
Mails:	April 8, 2022	Mails:	October 14, 2022

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Client assumes all liability for content of any advertisment/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