



# APPRO

ASSOCIATION OF  
POWER PRODUCERS  
OF ONTARIO

CANADA'S LEADING POWER GENERATION ASSOCIATION

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# 2019 Media Kit

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## ABOUT APPrO

APPrO is a non-profit trade organization representing Ontario's independent power producers and related businesses. Our membership is made up of more than 100 companies involved in the generation of electricity in Ontario, including generators and suppliers of equipment as well as legal and consulting services. Twenty two of APPrO's generator members produce 50% of Ontario's electricity from clean and renewable sources including co-generation, hydro-electric, gas, nuclear, wind energy, waste wood, and solar.

Only APPrO focuses 100% on the business issues of power producers in Ontario. APPrO members build independent power projects and are premier electricity suppliers in Ontario, across Canada and elsewhere in the world. Our varied membership provides an all-inclusive view of the market and positions APPrO as the leading advocacy group for generators in Ontario, giving voice to all parts of Ontario's generation sector.

## APPrO PROFILE

APPrO offers unique and high-value promotional opportunities for advertisers seeking to expand their visibility in the Canadian power market. With a membership that includes most of the top level senior managers, consultants and other industry experts, APPrO provides access to vital connections through an array of information sharing options, resources and events.

**In print:**

Advertise in IPPSO FACTO Magazine, the industry's journal of record

**Online:**

Banner advertising on APPrO's four websites and in its weekly e-newsletter, the APPrO PowerBrief

**In person:**

At the Annual Canadian Power Conference and Networking Centre held each November in Toronto.

APPrO has a wide range of profile development services available.

Contact Carole Kielly, APPrO's Marketing Manager, at [carole.kielly@appro.org](mailto:carole.kielly@appro.org) or by phone at 416-322-6549 ext 226.

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# IPPSO FACTO MAGAZINE

IPPSO FACTO has offered its readers highly relevant information and commentary on the latest happenings in the power industry for over three decades. Each issue outlines news and diverse perspectives about current developments in the industry, interesting projects, policy analysis, information about new and emerging technologies, news from APPrO and general industry advice.

As the leading publication of the power generation business in Canada, it is the foremost journal read by senior business leaders, utility executives, energy professionals and government officials concerned with generation in Canada. IPPSO FACTO is well

respected, trusted, and relied upon for relevant reporting and analysis of developments in this rapidly changing market. It is often the only source for precise information on certain crucial developments behind the scenes.

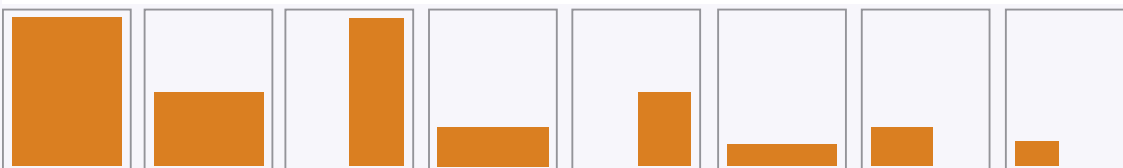
IPPSO FACTO readership includes key decision-makers at significant companies – people in positions who can make a difference. IPPSO FACTO reaches the major power generators of Ontario across all technologies, institutions, all levels of government, service suppliers, and other industry stakeholders - all of whom will be eager to learn about your company.

## PRINT ADVERTISING RATES

PLEASE NOTE THAT THE AD RATES ARE PRICE PER ISSUE

\*Membership bonus: APPrO members receive an additional 10% discount on all multiple insertions for colour advertising (1/4 page and larger)

SIZE	WIDTH	DEPTH	6X RATE	4X RATE	3X RATE	2X RATE	1X RATE
Full Page w/Bleed	8 5/8" (8.625")	11 1/8" (11.125")	\$1,369.50	\$1,449.50	\$1,539.50	\$1,619.50	\$1,709.50
Full Page, no bleed	7 3/16" (7.1875")	9 11/16" (9.6875")	\$1,369.50	\$1,449.50	\$1,539.50	\$1,619.50	\$1,709.50
1/2 Horizontal (2-column or 3-column page)	7 3/16" (7.1875")	4 7/8" (4.875")	\$1,019.50	\$1,079.50	\$1,149.50	\$1,209.50	\$1,269.50
1/2 Vertical (1 column on a 2-col. page)	3 1/2" (3.5")	9 11/16" (9.6875")	\$1,019.50	\$1,079.50	\$1,149.50	\$1,209.50	\$1,269.50
1/4 Horizontal (2-column or 3-column page)	7 3/16" (7.1875")	2 7/16" (2.4375")	\$809.50	\$859.50	\$909.50	\$959.50	\$1,019.50
1/4 Vertical (1/2 column on a 2-col. page)	3 1/2" (3.5")	4 7/8" (4.875")	\$809.50	\$859.50	\$909.50	\$959.50	\$1,019.50
1/8 Horizontal (2-column or 3-column page)	7 3/16" (7.1875")	1 1/4" (1.25")	\$729.50	\$779.50	\$819.50	\$869.50	\$909.50
1/8 Vertical (1/4 column on a 2-col. page)	3 1/2" (3.5")	2 7/16" (2.4375")	\$729.50	\$779.50	\$819.50	\$869.50	\$909.50
Business card	3.5"	2"	\$450	\$500	\$550	\$600	\$650



full page no bleed    half page horizontal    half page vertical    quarter page horizontal    quarter page vertical    eighth page horizontal    eighth page vertical    business card

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## PREMIUM AD POSITIONS

SIZE	WIDTH	DEPTH	6X RATE	4X RATE	3X RATE	2X RATE	1X RATE
Inside Back Cover	8.625"	11.125"	\$1,760.00	\$1,850.00	\$2,139.50	\$1,950.00	\$2,051.40
Inside Front Cover	8.625"	11.125"	\$1,760.00	\$1,850.00	\$2,139.50	\$1,950.00	\$2,051.40
Outside Back Cover	8.625"	11.125"	\$2,930.00	\$4,329.50	\$3,086.00	\$3,248.00	\$3,419.00

## PRINT PRODUCTION SPECS & DEADLINES

Mechanical requirements:  
page is 8.5" x 11" For full page ad, add 1/8" / .125" bleed.

INSERTS: Available upon request

GUARANTEED POSITION: 15% extra

ADVERTISING AGENCIES: Please add 15%

Issue	Booking Deadline	Copy Deadline	Estimated Distribution
February	January 25	February 1	February 11
April	March 22	March 29	April 8
June	May 24	May 31	June 10
August	July 26	August 2	August 12
Oct/Nov	October 4	October 11	October 21
Dec/Jan	December 6	December 13	December 20

For additional information please contact APPRO's Marketing Manager, Carole Kielly at 416-322-6549 ext. 226 or email [carole.kielly@apro.org](mailto:carole.kielly@apro.org).

Digital Files: Preferred format is a high resolution (300dpi) PDF file, provided all the fonts are embedded, and all colour is in CMYK mode. Other acceptable formats are Adobe InDesign and Adobe Illustrator files, CS4 version, if all graphics and fonts are also included; and eps files if all fonts are converted to curves. Colour reproduction is generally reliable, but advertisers critically concerned about colour accuracy should provide a hard copy proof. Publisher assumes no responsibility for accuracy when a proof is not provided.

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Complete your strategic marketing plan with an integrated B2B solution that works. Reach our highly focused target audience through the Online presence of Canada's leading power generation association.

## Banner Campaign

This campaign consists of your large leaderboard posted on rotation throughout all of the APPrO websites\* on landing, and a big box banner on rotation on internal pages. All ads are rotating with each refresh. Availability for this option is limited.

\$ 3000 (annual)

\*APPrO conference website is excluded from this offer - see special rates for conference web advertising published later in the year along with sponsorship details for the 30th Annual Canadian Power Conference – APPrO 2018. Bookmark: [www.appro2018.com](http://www.appro2018.com)

1,200px x 220px

580px x 260px

## Individual Pricing

### A. LARGE LEADERBOARD

This premier position is available to all full page print advertisers, or can be purchased separately. Located under the association's masthead, this position provides your company with the highest level exposure and "above the fold" traffic.

1200px x 220px

\$2500 (annual)

### B. BIG BOX

This position is available to all half page print advertisers, or can be purchased separately. This prominent position allows your company to combine text, colors and graphics into a unique sales message for your prospective clients in the power industry.

580px x 260px  
\$1,500 (annual)

### C. SMALL BOX

This position is available to all quarter page print advertisers, or can be purchased separately. This prominent position allows your company to combine text, colors and graphics into a unique sales message for your prospective clients in the power industry.

360 x 200  
\$1,250  
(annual)

### D. SMALL LEADERBOARD

This position is available à la carte or with the banner campaign package. This economical position allows your company to combine text, colors and graphics into a unique sales message for your prospective clients in the power industry. It runs at the bottom of landing pages and on internal pages.

760px x 140px  
\$1,000 (annual)

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**APPRO**  
ASSOCIATION OF  
POWER PRODUCERS  
OF ONTARIO

APPRO introduces exclusive opportunities to  
**CONNECT**  
with top-tier power producers of Ontario

## REACH

Your campaign(s) will be reaching 903 professionals involved in the generation of electricity in Ontario weekly.

## AUDIENCE

The APPRO PowerBrief tackles today's most relevant issues, gathered from sources like The Associated Press, The New York Times, Financial Times and the leading industry publications. Delivered to the inboxes of professionals involved in the generation of electricity in Ontario, the APPRO PowerBrief keeps professionals informed of topics that impact their programs. Subscribers are decision-makers with purchasing power – the top-tier professionals in the industry.

## BENEFITS

**CREDIBLE SOURCE:** For years, our members have turned to the association as the informational authority of the industry. Advertising in the APPRO PowerBrief solidifies your place among weekly information provided to members.

**CREATIVE SERVICES:** Our talented graphics team is continually raising the bar by creating sophisticated Web ads for our clients. These services are offered at no charge to you.

**TARGETED DISTRIBUTION:** Advertising in APPRO PowerBrief allows your company to reach industry decision-makers. Your message will be in front of pre-qualified buyers who are looking for your products specifically for their business.

**AFFORDABLE:** Advertising in the APPRO PowerBrief is much cheaper than many other Internet advertising options, and much more affordable than television and radio promotion. Have you priced pay-per-click campaigns lately?

**METRICS + REPORTING:** As an advertiser, you'll have the ability to track reader response your campaign, immediately quantifying your ROI.

**OPT-IN SUBSCRIPTION:** Subscribers to APPRO PowerBrief have asked to receive this information. Your ad will no longer be mixed with junk mail and spam. Our enhanced technology ensures that your ad will make it through spam filters.

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APPRO has partnered with MultiView to provide these advertising opportunities.  
For more information about them, contact [canadasalesinquiries@multiview.com](mailto:canadasalesinquiries@multiview.com) or call 905.889.6555.

POWERED BY  MULTIVIEW

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# POWERBRIEF AD SPECS & PRICING

## LEADERBOARD

This premier position provides your company with top exposure and quality traffic.

Dimensions: 728x90  
File format: GIF, JPG  
File size: 40K  
Cost: \$2,750

## LOWER LEADERBOARD

The lower leaderboard gives your company a prominent position right under the association's masthead.

Dimensions: 580x70  
File format: GIF, JPG  
File size: 40K  
Cost: \$2,500

## BOX AD

This large-format position provides your company with good exposure in the body of the news brief, bringing quality traffic to your website.

Dimensions: 300x250  
File format: GIF, JPG  
File size: 40K  
Cost: \$2,210

## TOP BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

Dimensions: 468x60  
File format: GIF, JPG  
File size: 40K  
Cost: \$2,200

## BOTTOM BANNER

Banner ads allow your company to combine text, colors, and graphics into a unique sales message for committed buyers.

Dimensions: 468x60  
File format: GIF, JPG  
File size: 40K  
Cost: \$1,250

## PRODUCT

The lower leaderboard gives your company a prominent position right under the association's masthead.

Dimensions: 175x125  
File format: GIF, JPG  
File size: 40K  
Cost: \$2,000

## CALLOUT TEXT

Integrated into the feel of the brief, a callout Text ad targets your buying audience with an image, 5-word headline and 25-word description.

Dimensions: 125x100  
File format: GIF, JPG  
File size: 40K  
Cost: \$1,250

## FEATURED ARTICLE

Feature your best content with this placement and include a 5-7 word headline, 100-word description and link to the article of your choice.

File format: GIF, JPG  
File size: 40K  
Cost: \$1,800

## SPONSORED CONTENT

5 unique headlines, logo with max width of 150px  
Dimensions: 150x100

Dimensions: N/A  
File format: GIF, JPG  
File size: 40K  
Cost: \$1,800

## CONTACT

MULTIVIEW SALES CANADA  
Call: 905.889.6555  
Email: [canadasalesinquiries@multiview.com](mailto:canadasalesinquiries@multiview.com)  
Visit: [www.multiview.com](http://www.multiview.com)

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# 31<sup>st</sup> Annual Canadian Power Conference & Networking Centre

Westin Harbour Castle, Toronto  
November 21 & 22



[appro2019.com](http://appro2019.com) | [#appro2019](https://twitter.com/appro2019)

*Take the spotlight at the Canadian power industry's most comprehensive event!*

## Sponsorship & Exhibit Opportunities

Sponsorship at APPrO 2019 is your best opportunity to make your company stand out in bold relief from your competitors.

Let us highlight your brand front and centre with prospects, colleagues and competitors! Heighten your business profile and join other industry leaders in the spotlight.

Affinity with APPrO will heighten your brand profile with top-tier executives across the full spectrum of the power industry in Canada. With over three decades as the leading power generation event of its kind, APPrO provides the perfect platform to reach your maximum audience – all in one place, at one time.

## The Annual Canadian Power Conference & Networking Centre

Each November in Toronto, APPrO presents the Canadian power industry's leading event featuring unparalleled content and high-level interaction with industry thought leaders. Join a host of high calibre participants at the networking hub for Canada's power professionals.

For more details about APPrO's events and services, contact [carole.kielly@appro.org](mailto:carole.kielly@appro.org) or visit [www.appro2019.com](http://www.appro2019.com) and opt in for updates. View and download the APPrO 2019 Sponsorship [details](#) now.