



Friday April 12, 2019 – Hudson Calgary

Sponsorship Ad Opportunity Summary

Magazine

Ad Size	Approximate Ad Dimensions (width x depth)	Minimum Bid or Price (GST additional)	Number Available	Bid Due Date	Logo on Screen at Event	Logo on Event Signage	Number of Award Dinner Tickets
* Back Page, Full plus 0.125" Bleed	8.375" x 10.875"	\$10,000	1 (bid)	May 17, 2018	Yes	Yes	16
* Inside Front Cover, Full plus 0.125" Bleed	8.375" x 10.875"	\$7,500	1 (bid)	May 24, 2018	Yes	Yes	12
* Inside Back Cover, Full plus 0.125" Bleed	8.375" x 10.875"	\$7,500	1 (bid)	May 24, 2018	Yes	Yes	12
* Middle Left Side, Full plus 0.125" Bleed	8.375" x 10.875"	\$5,000	1 (bid)	May 31, 2018	Yes	Yes	8
* Middle Right Side, Full plus 0.125" Bleed	8.375" x 10.875"	\$5,000	1 (bid)	May 31, 2018	Yes	Yes	8
Full Page	8.375" x 10.875"	\$5,000	Unlimited		Yes	Yes	8
1/2 Page Horizontal Non-Bleed	7.5" x 4.8"	\$3,500	Unlimited		No	No	8
1/2 Page Vertical Non-Bleed	3.625" x 9.5"	\$3,500	Unlimited		No	No	8
1/4 Page Horizontal Non-Bleed	7.5" x 2.222"	\$1,500	Unlimited		No	No	2
1/4 Page Square Non-Bleed	3.625" x 4.7"	\$1,500	Unlimited		No	No	2

Journal

Ad Size	Approximate Ad Dimensions (width x depth)	Minimum Bid or Price (GST additional)	Number Available	Bid Due Date	Logo on Screen at Event	Logo on Event Signage	Number of Award Dinner Tickets
* Front of Journal, Full Page, Right Side (after AMC Page)	6.125" wide x 9.5" deep	\$5,000	1 (bid)	June 7, 2018	Yes	Yes	8
* Front of Journal, Half Page Horizontal, Left Side Top (after full page ad)	6.125" wide x 4.625" deep	\$2,500	1 (bid)	June 14, 2018	No	No	4
* Front of Journal, Half Page Horizontal, Left Side Bottom (after full page ad)	6.125" wide x 4.625" deep	\$2,500	1 (bid)	June 14, 2018	No	No	4

Magazine Advertising Opportunities

Benefits

- See summary chart above
- Ads will appear in a high quality, full-colour, 40+ page magazine with an estimated distribution of 1,500 copies
 - Circulated to offices, educational institutions and public libraries throughout the province
 - Magazine is a 'coffee table' piece which will be retained by recipients for multiple years
- Sponsor acknowledgement (logo) in back section of Journal that will be given to all dinner attendees and retained for multiple years
- Designated number of tickets at the Awards Dinner; an exclusive industry networking event **held once every four years only**

* Tender Process/Deadlines

Back Page Bid Deadline: Thursday May 17 2018, 2:00 pm MST

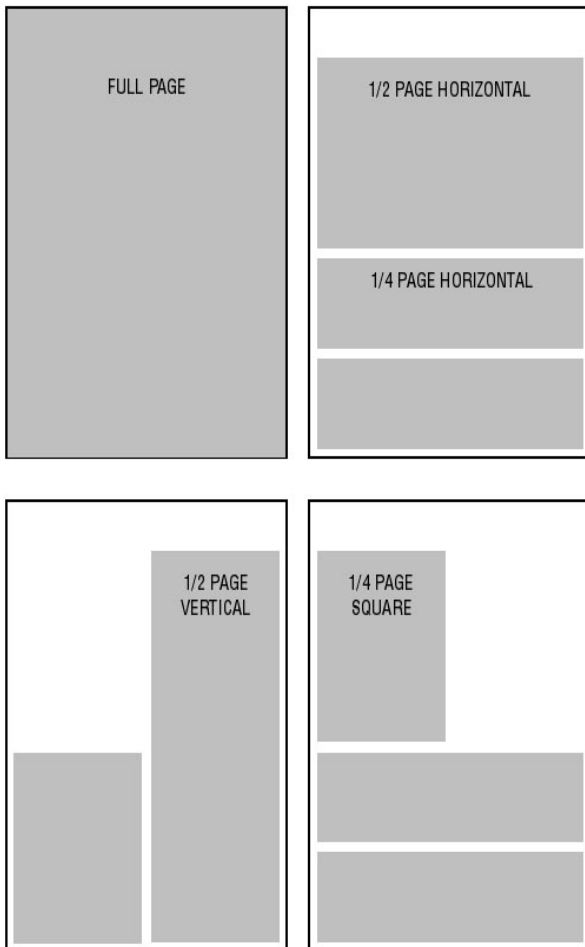
- Open to AMC Contractors only
- Minimum/Reserve Bid \$10,000
- Bids should specify 'Alberta Masonry Design Awards - Back Page Bid' and be emailed to mike.lafontaine@oldcastle.com
- Contact information (names, telephone and email) for bidding organization & contact person must be clearly stated
- Winning bidder will be notified by 4:00 pm MST Friday May 18, 2018
- Unsuccessful bidders can bid on additional sponsorships/ads on next tender date

Inside Front Cover and Inside Back Cover Deadline: Thursday May 24, 2018, 2:00 pm MST

- Open to all AMC members
- Minimum/Reserve Bid \$7,500 per ad
- Bids should specify 'Alberta Masonry Design Awards - Inside Cover Bid' and be emailed to mike.lafontaine@oldcastle.com
- Contact information (names, telephone and email) for bidding organization & contact person must be clearly stated
- Winning bidder will be notified by 4:00 pm MST Friday May 25, 2018
- Highest bidder will select inside front or inside back cover; second highest bidder will receive the alternate ad space
- Unsuccessful bidders can bid on additional sponsorships/ads on next tender date

Middle Full Page Left and Middle Full Page Right Bid Deadline: Thursday May 31, 2018, 2:00 pm MST

- Open to anyone
- Minimum/Reserve Bid \$5,000 per ad
- Bids should specify 'Alberta Masonry Design Awards - Middle Page Bid' and be emailed to mike.lafontaine@oldcastle.com
- Contact information (names, telephone and email) for bidding organization & contact person must be clearly stated
- Winning bidder will be notified by 4:00 pm MST Friday June 1, 2018
- Highest bidder will select middle left or right side; second highest bidder will receive the alternate ad



Journal Advertising Opportunities

Benefits

- See summary chart above
- Ads will appear in a high quality, full-colour, Journal with 400 copies produced
- Journals will be given to all dinner attendees and distributed post event. They are very popular and retained and utilized by recipients for a long period of time
- Sponsor acknowledgement (logo) in back section of journal
- Designated number of tickets at the Awards Dinner; an exclusive industry networking event **held once every four years only**

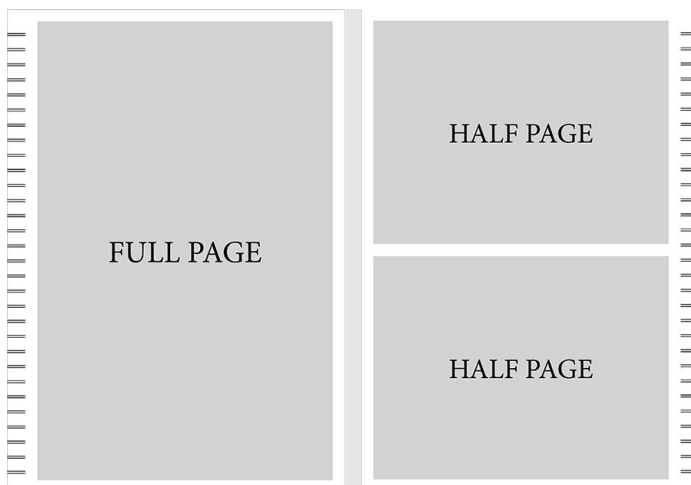
*** Tender Process/Deadlines**

Front of Journal Right Side (after Alberta Masonry Council page) Full Page Bid Deadline: Thursday June 7, 2018, 2:00 pm MST

- Open to anyone
- Minimum/Reserve Bid \$5,000
- Bids should specify 'Alberta Masonry Design Awards – 'Journal – Full Page Ad' and be emailed to mike.lafontaine@oldcastle.com
- Contact information (names, telephone and email) for bidding organization & contact person must be clearly stated
- Winning bidder will be notified by 4:00 pm MST Friday June 8, 2018

Front of Journal Left Side (back of full page ad). Half Page Top and Bottom Bid Deadline: Thursday June 14, 2018, 2:00 pm MST

- Open to anyone
- Minimum/Reserve Bid \$2,500 per ad
- Bids should specify 'Alberta Masonry Design Awards – 'Journal – Half Page Ad' and be emailed to mike.lafontaine@oldcastle.com
- Contact information (names, telephone and email) for bidding organization & contact person must be clearly stated
- Winning bidder will be notified by 4:00 pm MST Friday June 15, 2018
- Highest bidder selects top or bottom; second highest bidder will receive the alternate ad space



Terms and conditions

- Non-cover sponsorships/ads subject to availability and can be sourced through your Masonry Design Awards committee liaison at any time – artwork deadline Friday November 30, 2018
- Prices above do NOT include artwork design. Sponsors are responsible for submitting artwork in correct format or let us know if you would like to receive a quote from our magazine designer
- You will receive invoice, ad specifications etc. upon confirmation of your sponsorship
- Ad configuration subject to change

For more information

- Sponsorship inquiries should be directed to your committee liaison or to sponsorship chair – Mike Lafontaine, ph. 780.907.4920, mike.lafontaine@oldcastle.com
- Logistical inquiries should be directed to Jane-Ann Crombeen of Impact Events, ph. 403.991.4569, ja@impacteventsltd.ca

