

# THE LEADERS 2009 EDITION



## The Leaders ... Get noticed by Canada's most influential leaders in the Construction Sector.

- **Target your message to the people you need to reach.** The readers of The Leaders are your clients!
- **Flexible Advertising Options.** Get noticed by using one of the many cost-effective options
- **Increase your visibility. Advertising works!** Add colour to increase the visibility of your ad. Get the highest return from your advertising investment.
- **Maximize your coverage.** The Leaders will be mailed to the full circulation of Daily Commercial News and Journal of Commerce, plus bonus copies will be distributed from 2009 to 2010 from the Reed Construction Data booth at all major professional construction trade shows (e.g. Construct Canada 2010; in 2010, British Columbia Construction Show, RAIC Festival of Architecture, CSC Annual Trade Show & Conference, Green Building Festival and more).

## DISPLAY ADVERTISING SIZES AND RATES

### Four Colour

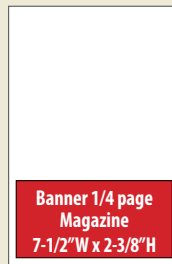
Full Page Magazine  
 2/3 Magazine V  
 1/2 Page Magazine H  
 1/2 Page Magazine V  
 1/3 Page Magazine Square  
 1/4 Page Magazine Standard  
 Banner 1/4 page Magazine

### Spot Colour

Full Page Magazine  
 2/3 Magazine V  
 1/2 Page Magazine H  
 1/2 Page Magazine V  
 1/3 Page Magazine Square  
 1/4 Page Magazine Standard  
 Banner 1/4 page Magazine

### Black and White

Full Page Magazine  
 2/3 Magazine V  
 1/2 Page Magazine H  
 1/2 Page Magazine V  
 1/3 Page Magazine Square  
 1/4 Page Magazine Standard  
 Banner 1/4 page Magazine  
 Highlighted Logo in free listing



### Premium Advertising Rates

Inside Front Cover **SOLD**  
 Inside Back Cover **SOLD**  
 Back Cover **SOLD**  
 Western Divider **SOLD**  
 Eastern Divider – Inside Front

### Mechanical Requirements

Trim Size: 8-1/4" x 10-3/4"  
 Bleed: 1/8" Beyond trim  
 Image Area: 7-1/2" x 10"  
 Resolution: 2,400 DPI  
 Cover Stock: 70lb Gloss  
 Frequency: 150 LPI  
 Body Stock: 70lb Gloss/Silk

### To book your ad please contact:

Phone (Eastern Canada): 1-800-465-6475 ext 5531 Phone (Western Canada): 1-8888-878-2121

Email: [salescanada@reedbusiness.com](mailto:salescanada@reedbusiness.com)

**Note: No discounting permitted on above rates.**