

DAILY COMMERCIAL NEWS

2012 MEDIA KIT



DAILY COMMERCIAL NEWS AND CONSTRUCTION RECORD

Overview

The Daily Commercial News (DCN) is the leader in delivering essential construction news and tender information to eastern Canada's construction marketplace. Published daily - Monday to Friday, and available online (www.dailycommercialnews.com), the Daily Commercial News has been the trusted industry resource for 85 years.

Also available in digital format, the Daily Commercial News Digital Edition, guarantees access every morning at 6:00 am. With the digital option of Daily Commercial News, you can access the information you need on-the-go, from your computer, smart phone or digital reader with more functionality than ever before.

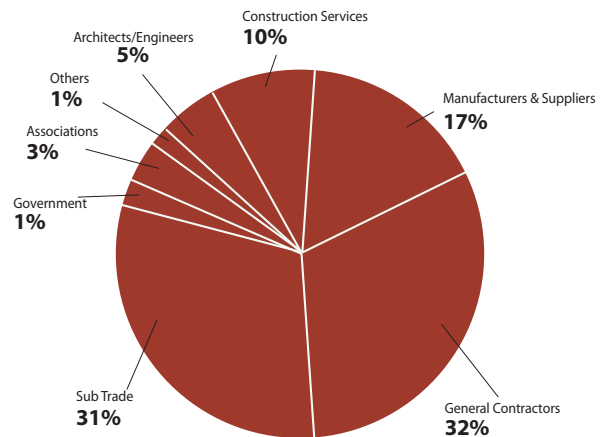
Why do they read DCN?

Industry News

DCN's editorials feature in-depth coverage on all aspects of the construction industry, allowing Ontario's construction leaders to stay on top of trends, events and issues affecting their business.

Construction Leads and Tenders

DCN publishes public and private construction project leads and tenders. Through the Bidders Registry, our readers can source their next job, submit their sub-trade bids and keep track of updates through daily listings.



Breakdown of DCN Subscribers by Job Function

Newspaper Profile

4,245	Paid and Control Circulation
2,567	Paid Circulation Subscription
3.1	Pass-Along Rate
\$1200	DCN Annual Subscription

Website Profile

130,000	Total Visits
100,000	Unique Visits
340,000	Page Views

*2011

Advertising Opportunities

Print and Digital

Daily Commercial News

- Display Advertising
- Feature Advertising
- Tender Advertising
- Careers & Announcement Advertising
- Classified Advertising

Online

www.dailycommercialnews.com

- Run of Site (ROS) Advertising
- Site Sponsorship
- Exclusive Channel Sponsorship
- Landing Pages
- Custom Programs



2012 Daily Commercial News Editorial Line-up

Print and Digital Features & Online Sections

Print and Digital Features

Steel
Roadbuilding
Concrete/ Masonry
Demolition/ Environmental Engineering
Steel
Sewer & Watermain/ Water & Wastewater
Site Services
General & Trade Contracting
Construct Canada Show Preview

Online Sections

Building Envelope
Concrete
Demolition
Green Building
Occupational Health & Safety
Professional Services
Roadbuilding
Sewer & Watermain
Site Services
Skills Training
Steel
Trade Contracting
Water & Wastewater

**NO AD MATERIAL ?
NO PROBLEM !**
Our art department will be
happy to create your ad.

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