



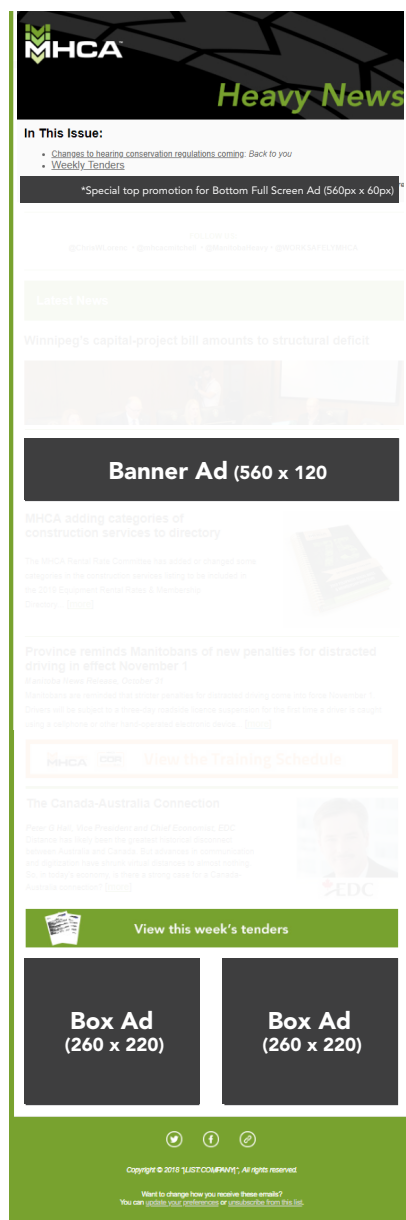
2023 MEDIA KIT

The Manitoba Heavy Construction Association is the recognized voice of the heavy construction industry, advocating sustainable investment in core infrastructure to support economic growth.

The **Heavy News** delivers industry news, education & training resources and tender ads & results, every Thursday via email to MHCA members, COR®/SECOR® Certified companies, our stakeholder partners, and all levels of government. It is posted on our website and social media – **reaching and engaging audiences across multi-media platforms.**

AUDIENCE PROFILE

The **Heavy News** is delivered to over 820 subscribers each week (Feb 2023). This is the best way to reach those working in, supplying to or tendering projects for the heavy civil construction industry across Manitoba.



Our engagement is high, with average open rates of around 51% and an average click rate of 20% (Feb 2023).

ADVERTISING RATES & SIZES

SIZE	MEMBER RATE	NON-MEMBER RATE
Banner Ad (560px x 120px)	\$135	\$235
Bottom Box Ad (260px x 220px)	\$100	\$185
Bottom Banner Ad (560px x 220px)	\$125	\$240
Bottom Full Screen Ad (560px x 600px)	\$210	\$415

*Includes special promotion at top of newsletter (560px x 60px)**

Note: Rates are per issue.

Sponsored articles – Members also have the opportunity to submit sponsored articles – click [here](#) for details, or contact [Catherine Mitchell](mailto:Catherine.Mitchell@mhca.mb.ca).

DISCOUNT

MEMBERS GET AN ADDITIONAL 15% off when you advertise in 4+ issues.

NON-MEMBERS GET 10% off when you advertise in 4+ issues.

**Issues do not need to be consecutive, but must occur in the same calendar year.*

CONTACT DETAILS

Advertising inquiries:

Lee Woods
Marketing and Communications
Coordinator, lee@mhca.mb.ca

Editorial inquiries:

Catherine Mitchell
Policy and Communications Manager,
catherine@mhca.mb.ca

MHCA membership inquiries:

Christine Miller
Operations, Events & Membership,
Manager, christine@mhca.mb.ca



T 204.947.1379 F 204.943.2279 E info@mhca.mb.ca
Unit 3-1680 Ellice Ave, Winnipeg, MB R3H 0Z2 www.mhca.mb.ca

ADVERTISING ORDER FORM

Company Name _____

Purchased by _____

Address _____

City _____ Province _____ Postal Code _____

Phone Number _____ Email Address _____

ADVERTISING SELECTION

Date(s) of Advertisement _____

Note: The Heavy News is sent out each week, on Thursdays. Files must be submitted on the Wednesday prior to your selected date.

SELECTION	SIZE	MEMBER RATE	NON-MEMBER RATE
<input type="checkbox"/>	Banner Ad (560px x 120px)	\$135	\$235
<input type="checkbox"/>	Bottom Box Ad (260px x 220px)	\$100	\$185
<input type="checkbox"/>	Bottom Banner Ad (560px x 220px)	\$125	\$240
<input type="checkbox"/>	Bottom Full Screen Ad (560px x 600px & 560px x 60px)	\$210	\$415

ADDITIONAL COMMENTS:

Note: Rates are per issue.

_____	SUBTOTAL	_____
_____	GST	_____
_____	TOTAL	_____

PAYMENT

Cash ☐ Cheque ☐

Credit Card: Visa ☐ Mastercard ☐ American Express ☐

Credit Card # _____ Expiry Date _____

Signature _____ Date _____

Please submit your completed form to Lee Woods at
lee@mhca.mb.ca or fax to 204-943-2279