



# 2025 MEDIA KIT

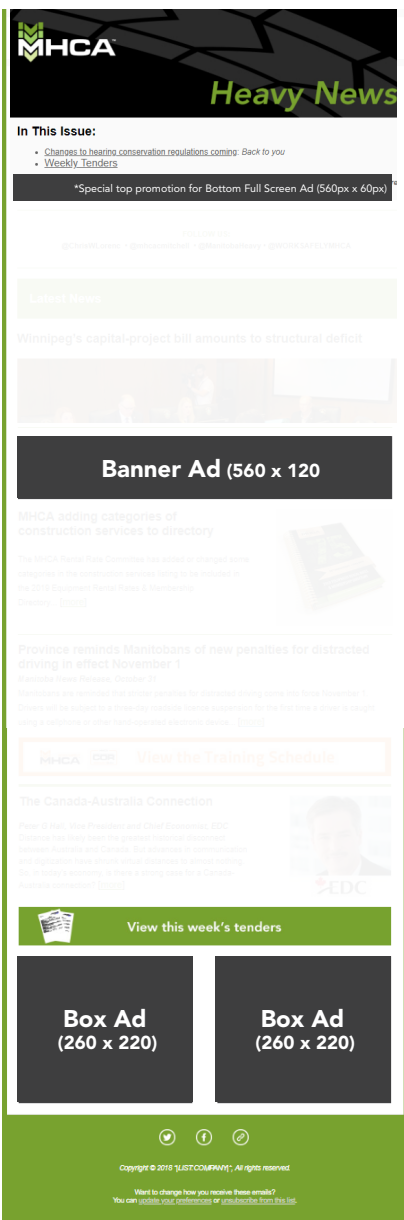
The Manitoba Heavy Construction Association is the recognized voice of the heavy construction industry, advocating sustainable investment in core infrastructure to support economic growth.

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 800 subscribers each week (Jan 2025). 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 55% and an average click rate of 20% (Jan 2025).



## ADVERTISING RATES & SIZES

SIZE	MEMBER RATE	NON-MEMBER RATE
Banner Ad (560px x 140px)	\$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).

## 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](mailto:lee@mhca.mb.ca)

**Editorial inquiries:**  
Catherine Mitchell  
Policy and Communications Manager,  
[catherine@mhca.mb.ca](mailto:catherine@mhca.mb.ca)

**MHCA membership inquiries:**  
Christine Miller  
Operations, Events & Membership,  
Manager, [christine@mhca.mb.ca](mailto: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 140px)	\$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

**Note:** Rates are per issue.

ADDITIONAL COMMENTS:

\_\_\_\_\_ 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](mailto:lee@mhca.mb.ca) or fax to 204-943-2279