



2026 MEDIA KIT

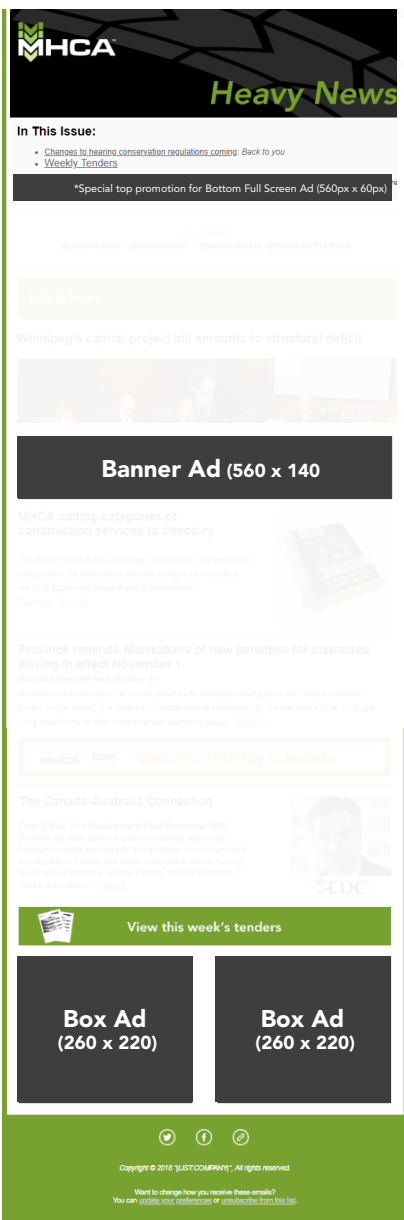
The Manitoba Heavy Construction Association is the recognized voice of the heavy construction industry, advocating sustainable investment in core infrastructure to support economic growth.

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. 2026). 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. 2026).



ADVERTISING RATES & SIZES

SIZE	MEMBER RATE	NON-MEMBER RATE
Banner Ad (560px x 140px)	\$150	\$260
Bottom Box Ad (260px x 220px)	\$110	\$205
Bottom Banner Ad (560px x 220px)	\$140	\$265
Bottom Full Screen Ad (560px x 600px)	\$230	\$460

*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 see page 3 for details, or contact [Adriana Mingo](#).

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:
Adriana Mingo
Communications Manager,
adriana@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 140px)	\$150	\$260
<input type="checkbox"/>	Bottom Box Ad (260px x 220px)	\$110	\$205
<input type="checkbox"/>	Bottom Banner Ad (560px x 220px)	\$140	\$265
<input type="checkbox"/>	Bottom Full Screen Ad (560px x 600px & 560px x 60px)	\$230	\$460

Note: Rates are per issue.

ADDITIONAL COMMENTS:

SUBTOTAL _____

GST _____

TOTAL _____

Invoice will be emailed to the contact listed above. The invoice will outline all available payment options, including online credit card payment, EFT and e-transfer.

Signature _____ Date _____

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



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MHCA HEAVY NEWS – SPONSORED ARTICLES

The MHCA invites member companies to submit sponsored articles in the Heavy News, which reaches more than 800 readers – our members, industry and business partners and all levels of government – every Thursday.

DETAILS

- Articles are distinct in content and presentation from advertising solicitation. They are to be factual, less than 700 words and cover a topic of interest within areas of the sponsoring company's expertise. They should be relevant to MHCA members/industry or sector of the heavy construction industry
- Articles must be submitted for review by MHCA at least four days prior to intended publication date (ie. by the Monday before the intended Thursday's newsletter)
- Opportunity to submit is open to all members of the MHCA, as value-added for the contributor, and as a benefit to general membership
- Articles will be reviewed/accepted on first-come, first-served basis; MHCA will accept for approval up to three articles – each distinct in topic/content from the others – for up to 3 consecutive weeks for publication. The same article can be submitted for republication on a seasonal basis, if it is of seasonal relevance.
- Nominal fee to member contributor for publication is \$75 per article
- Non-member companies may submit sponsored articles; all terms and conditions apply. The cost per article is \$275, with a 10% discount when three are accepted for publication.
- Article must bear the logo of the contributor firm and will be identified as sponsored content; can carry author byline

CONTACTS

Editorial inquiries:

Adriana Mingo
Communications Manager, adriana@mhca.mb.ca

Advertising inquiries:

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

MHCA membership inquiries:

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