## SUMMARY • 2015 Advertising Rates (in U.S. dollars)

<table>
<thead>
<tr>
<th>Standard Ad Sizes</th>
<th>B/W</th>
<th>Color Rates (4CP)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 page</td>
<td>$4,250</td>
<td>+ $500</td>
</tr>
<tr>
<td>2/3 page</td>
<td>$3,850</td>
<td>+ $400</td>
</tr>
<tr>
<td>1/2 page (island)</td>
<td>$3,450</td>
<td>+ $300</td>
</tr>
<tr>
<td>1/2 page (vertical or horizontal)</td>
<td>$3,025</td>
<td>+ $300</td>
</tr>
<tr>
<td>1/3 page</td>
<td>$1,800</td>
<td>+ $250</td>
</tr>
<tr>
<td>1/4 page</td>
<td>$1,350</td>
<td>+ $200</td>
</tr>
<tr>
<td>Business card</td>
<td>$400</td>
<td>+ $100</td>
</tr>
<tr>
<td>Cover 2 or 3</td>
<td>$7,500</td>
<td>included</td>
</tr>
<tr>
<td>Cover 4</td>
<td>$10,250</td>
<td>included</td>
</tr>
</tbody>
</table>

Circulation: over 39,000 copies printed in both French and English. Our mailing list is constantly updated.

Distribution: by mail all across Canada.

Frequency: 10 times/year.

Editorial content: articles on subjects related to construction, public works and natural resources as well as news releases published by manufacturers, distributors and official sources related to the industry.

Readers are executives and fleet managers using machinery and specialized equipment. Furthermore, InfraStructures reaches decision-makers in public works departments at the municipal, regional, provincial and federal levels, building materials outlets, mines and quarries, rentals as well as other related domains.

Technical: InfraStructures is printed in full color, on high quality glossy paper. The binding is saddle-stitched.

Preferred file format: Acrobat “press optimized” .pdf files are usually the least troublesome format. Other formats with fonts and images embedded may also work as well. Please call us before sending your material. All ads should be submitted with a proof. Files can be sent by e-mail or uploaded on our FTP site. Please call us for FTP instructions.

Specifications:
- Trim size: 8 1/4 x 10 3/4 in. (210 x 275 mm)
- Text size: 7 1/4 x 9 5/8 in. (185 x 245 mm)
- Bleed size: 8 1/2 x 11 in. (215 x 280 mm)
  - Please allow 1/8 in. (3 mm) from trim size on all sides for live material.
- Line screen: 150 lpi

Other formats or inserts are available, please call us for any special request.

Agency commission: 15% is given to ad agencies which supply us with suitable press-ready material.

Frequency discount: we offer discounts to regular advertisers. Please call us.

Art work: is not included but our rates are really competitive and our work shows our commitment to quality.

Translation services: we offer translation services to our advertisers at affordable rates, please call us.

Advertising on www.infrastructures.com: InfraStructures as been on-line since August 1996. Over the years, the reputation of our website has grown to become one of the best in the business. Our “Links” page is probably the most extensive and all the content archived on www.infrastructures.com makes it highly visible to major search engines such as Google and Yahoo. We accept most standard banner ads formats. “Pop Up” ads are banned but we welcome animated .gif banners.

Please call us with any specific question.
Introduction
InfraStructures has been published since 1995. Over the years, it has established itself as Canada’s leading publication for users of heavy machinery and specialized equipment in construction, public works and natural resources.

Published in both English and French and distributed all over the country, InfraStructures is the FIRST and ONLY “NATIONAL” magazine of the industry in Canada.

Editorial focus
InfraStructures focuses on new technologies, products and other news related to the industry with an emphasis on the state of the industry in Canada.

Whenever possible we arrange articles and news releases of common subjects to better serve the needs of our readers.

Some topics, such as snow removal equipment and technologies, have generated enough enthusiasm to be featured in an annual issue.

We invite you to send us any news release that could be of interest to our readers. We reserve the right to publish them at our discretion.

Important dates to remember...

<table>
<thead>
<tr>
<th>Issue</th>
<th>Deadline</th>
<th>Publication date*</th>
</tr>
</thead>
<tbody>
<tr>
<td>December/January</td>
<td>November 30</td>
<td>first week of January</td>
</tr>
<tr>
<td>February</td>
<td>January 15</td>
<td>second week of February</td>
</tr>
<tr>
<td>March</td>
<td>February 15</td>
<td>second week of March</td>
</tr>
<tr>
<td>April</td>
<td>March 20</td>
<td>third week of April</td>
</tr>
<tr>
<td>May</td>
<td>April 30</td>
<td>last week of May</td>
</tr>
<tr>
<td>June/July</td>
<td>May 30</td>
<td>last week of June</td>
</tr>
<tr>
<td>August</td>
<td>July 15</td>
<td>second week of August</td>
</tr>
<tr>
<td>September</td>
<td>August 15</td>
<td>second week of September</td>
</tr>
<tr>
<td>October</td>
<td>September 20</td>
<td>third week of October</td>
</tr>
<tr>
<td>November</td>
<td>October 30</td>
<td>last week of November</td>
</tr>
</tbody>
</table>

* Publication dates are approximative and depend in a large part on postal service delays. Any time sensitive advertising, regarding an event or a precise date, should take that into account. It is possible to minimize potential problems by communicating with us well in advance. We may be able to adjust our production schedule to accommodate the specific needs of an advertiser.
Geographical breakdown

InfraStructures is distributed by mail all over Canada. Since most of the population is concentrated in Eastern Canada and InfraStructures is a bilingual magazine, it is where most of our readers are located.

Because users of heavy machinery and specialized equipment often work far away from the larger cities, we also have a impressive number of copies going to other less populated regions such as in the resources-rich Northern Regions.

As of August 2014, the geographical breakdown for InfraStructures was:

- Yukon Territory: 35
- Northwest Territories: 97
- Nunavut: 66
- British Columbia: 2,073
- Alberta: 2,374
- Saskatchewan: 1,043
- Manitoba: 1,823
- Ontario: 8,177
- Quebec: 18,553
- New Brunswick: 1,068
- Nova Scotia: 1,041
- Prince Edward Island: 267
- Newfoundland & Labrador: 563
- Outside Canada: 785

Our stories reflect the diversity of our readership and geographical coverage. We work hard to find articles and news that users of heavy machinery and specialized equipment can relate to, wherever they are or whatever they do.

Our subscription base is ever growing as more people come to rely on InfraStructures’ unique coverage of the industry.

With a total circulation of 39,000 copies, InfraStructures has the largest coverage of the industry in Canada.

InfraStructures is also the only bilingual magazine in the trade.
Internet
All the editorial content of InfraStructures published since August 1996 is available on the Web.

At the time, www.infrastructures.com was the first website for a magazine in the trade to offer its content to all internet users.

With well over 1,300 links to other industry sites, and hundreds of pages of technical articles and information, www.infrastructures.com is used as a search tool by many.

For the last ten years, www.infrastructures.com has averaged over 1,000 visits daily, from internet users from Canada and across the world, with each visitor staying on the site for over ten minutes and seeing three pages.

The website is compatible with handheld devices which makes it useful to workers in the field.

www.infrastructures.com is well referenced on Yahoo, Google, and other major search engines. Keyword searches often bring articles from InfraStructures near the top of the query results.

InfraStructures partners with the CBC (Canadian Broadcasting Corporation) / Radio-Canada to offer current business and sports news on its website with the result that many people have made www.infrastructures.com their home page.

An integrated search engine facilitates recovery of past articles and gives the opportunity to extend the search to the whole Web.

The possibilities to promote and advertise your goods and services on www.infrastructures.com are almost endless...

Please contact us to discuss your plans.
Testimonials
InfraStructures reaches your customers...

“Our decision to use InfraStructures magazine is simple. The product is designed for our client base and it reaches the decision makers. Our industry is very specific, construction, road maintenance and snow removal. People look forward to the next issue because they want to stay informed about new trends and technology.”

   David Robichaud  
   J. A. Larue Inc.

“Nous avons choisi le magazine InfraStructures pour rejoindre les utilisateurs de camions à vocation spécialisée. Depuis dix ans, la part de marché des transmissions automatiques Allison s’est accrue de façon très significative, notamment dans l’industrie de la construction.”

   Jean-François Aussillou  
   Allison Transmission  

(Allison Transmission chose InfraStructures to reach contractors using heavy-duty trucks)

“Le magazine InfraStructures présente toujours des chroniques et des articles intéressants. Nous apprécions la belle présentation et la qualité des informations.”

   Luc Fréchette  
   André & Luc Fréchette Inc.  

(Heavy-duty truck owners read InfraStructures for its regular features and articles)

“Je lis le magazine InfraStructures pour me tenir au courant des dernières nouvelles de l’industrie.”

   Jean-Christophe Labruguière, ing.  

(Engineers read InfraStructures to keep up with industry news. They often send us reports on their projects and methods)
“InfraStructures m’intéresse car c’est le seul magazine publié en français qui nous informe sur les nouvelles tendances dans le domaine de l’équipement pour travaux publics.”

Michel Stelato
Ville de Montréal

(InfraStructures reaches almost all municipal public works departments in Canada, including small communities and remote regions often neglected by other media)

“Notre budget de publicité est limité, InfraStructures nous permet de maximiser chaque dollar dépensé.”

Richard Pharand
RNP Industries Inc.

(InfraStructures helps small manufacturers maximize the results they get from their advertising expenditures)

“Je lis le magazine InfraStructures pour me tenir au courant des nouvelles de l’industrie.”

Jean-Marc Turcotte
Location Turbo

(InfraStructures is read by owners and managers of equipement rental outlets)

“Le magazine InfraStructures m’intéresse pour ses nombreux articles et nouvelles sur les camions spécialisés et l’équipement de manutention.”

Jean-Louis Faucher
Ressorts Déziel Inc.

(InfraStructures is read by owners and managers of independent repair shops)