



MECHANICAL CONTRACTORS ASSOCIATION OF ALBERTA

E-Newsletter 2021 Rate Card

BELOW THE HEADER

\$500 for 3 months

Ads run consecutively

Why advertise in the MCA Monthly e-Newsletter?

Mechanical Contractors Association of Alberta monthly e-Newsletter "Connections" updates on issues affecting its contractor, affiliate and association members.

Feature stories range from policy issues where MCA Alberta is driving change to Education and Training opportunities.

"Connections" promotes upcoming networking opportunities as well as information regarding industry news, safety and health and program benefits.

Ad space is available throughout the e-Newsletter as well as primary "ABOVE" and "BELOW" the header locations.

Industry Advertorial

\$360 for 3 months

Ads to run consecutively

Highlight your business, showcase a product or special project!

Only 1 Advertorial Space available each e-newsletter.

The screenshot shows the following sections from top to bottom:

- TOP BANNER:** Lobsterfest 33rd Annual May 22. Tables \$680 plus GST, Single \$68 plus GST. MCA-AB SMCAA ASHRAE CALGARY. RESERVE YOUR TABLE (or individual ticket) info@mca-ab.com | 1-800-251-0620. MONTHLY.
- Header:** MCA connections. The voice of the mechanical contractors industry in Alberta.
- Section Header:** THIS AD SPACE IS YOURS. Reserve this space by contacting Vicky@mca-ab.com | 1-800-251-0620.
- Association News:** Pay your subs! **PAST DUE**. The Alberta construction industry has come out loud and clear with a message to the Alberta Government, **Pay Your Subs**. The government chose to close down the Grand Prairie Regional Hospital construction project on September 10, 2018. It has now been over 200 days since 26 sub trades where locked out of the construction site or received a payment for work they completed on the project. The government received a court order to pay \$30 million to the trades but chose to make that payment to the court rather than directly to the trades. Hundreds of employees have been laid off, suppliers are holding millions in accounts receivable and many companies are edging closer to bankruptcy. MCA Alberta and CIPH have written a joint letter to Premier Notley and the Alberta Construction Association with support of ECA and CCA have also submitted a letter to the Premier. Register your support at #payyoursubs. Click here to read the MCA letter. Click here to read the ECA letter.
- SAVE THE DATE:** May 15: Joint MCA/CIPH Golf Tournament – Sturgeon Valley Golf and Country Club. Register here. May 22: Lobsterfest. Register here. May 31: Golf Tournament- Banff Springs Golf Course. Register here. May 30 - June 2: Western Regional MCA Conference. Learn more.
- PROMOTE YOUR COMPANY HERE:** Reserve this space by contacting Vicky@mca-ab.com | 1-800-251-0620.
- Education and Training:** March Education Review. We had a busy March with informative seminars in both Calgary and Edmonton. Calgary learned about Employer/Employee rights and responsibilities around cannabis and Edmonton focused on how to conduct performance reviews. Both groups brought back some great tips and tricks to their companies. The seminars are a great way to meet others in the industry and find out some great information. Calgary will be running their April seminar on Separations & Terminations. Reserve your seat now! Register here.
- LEARNING OPPORTUNITIES:** May 14: Field Productivity course in Calgary. For all information and registration click here. May 28: Field Scheduling course in Edmonton. For all information and registration click here. May 29: Field Productivity course in Edmonton. For all information and registration click here. Please visit our events calendar for a full listing of education courses happening in 2019.
- Industry News:** BFI Constructors Ltd. BFI Constructors Ltd. (BFI) is a multi-disciplined construction contractor supplying construction personnel to large industrial and heavy civil construction projects across Canada. BFI has a diversified portfolio in executing projects that include oil refineries, potash and hard-rock mines, power generating stations, pumping stations, electricity transmission lines, petrochemical plants, and oil sands facilities. BFI's key strengths are extensive experience, a long track record of productive labour relations, proven negotiating skills, a high-quality workforce, an experienced management team and a superb safety track record over many years of operation. For three decades BFI has had a significant presence in Western Canada, executing construction projects in the industrial sector. Our company's success has been rooted in our people, our greatest asset. BFI has contributed millions of man-hours to the unionized construction sector and continues to explore new opportunities through our union partnerships. Phone: 1.888.485.2704 | Fax: 1.780.485.2704 | Web: www.bficonstructors.com | Email: info@bficonstructors.com

TOP BANNER

\$500 for 1 month

Limited to ONE Banner Ad per year

MCA Alberta membership profile:

50% Mechanical and Service Contractors

40% Suppliers

10% Construction Trades and Other Members

SECTION AD

\$120 for 1 month

\$360 for 3 months

\$600 for 6 months

Ads run consecutively

Ads are placed ABOVE story sections

6 to 8 Ad Spaces available each e-newsletter

"Connections" e-newsletter is distributed monthly to 2078 direct contacts and has an average unique address open rate of 45% and a near zero unsubscribe rate. Making this advertising offer good value for placing your company out in front.

100% of the advertising revenue goes to MCA Alberta your mechanical contractor member organization.

To book your ad contact

Vicky@mca-ab.com

1-800-251-0620 or 403-250-7237

Top Banner: 800px by 100px, 300 dpi
Section Banner: 800px by 100px; 300 dpi

JPG, PNG and TIFF files 100K or lower