

# Canadian Healthcare Facilities

Journal of Canadian Healthcare Engineering Society



# 2024 MEDIA KIT

**CHES**  
Canadian Healthcare  
Engineering Society



**SCISS**  
Société canadienne d'ingénierie  
des services de santé

# Canadian Healthcare Facilities

Journal of Canadian Healthcare Engineering Society

*Canadian Healthcare Facilities* is the official publication of the Canadian Healthcare Engineering Society (CHES). It is a vital information source for 2,500 readers who are actively involved in healthcare facility operations and management.

Every issue of *Canadian Healthcare Facilities* reaches key decision-makers from hospitals and healthcare districts across Canada, including:

**Manager, Facilities Maintenance and Operations**

Vancouver Island Health Authority

**Director, Plant Services and Construction**

Fraser Health Authority, Simon Fraser Area

**Power Engineer**

Beausejour Regional Health Authority

**Manager, Building Services**

St. Joseph's Care Group

**Manager, Building Services and Biomedical Engineering**

Huron Perth Healthcare Alliance

**Building Operator**

Chatham-Kent Health Alliance

**Manager, Infrastructure Services**

University of Alberta Hospital, Stollery Children's Hospital, Capital Health

**Maintenance Supervisor**

Toronto General Hospital, University Health Network

**Project Manager**

River Valley Health Authority

**Manager, Facility**

Ajax-Pickering Hospital

**Regional Director, Support Services**

Labrador-Grenfell Health

**Director, Infrastructure Management**

Government of Nova Scotia

**Director, Facilities and Security**

Provincial Health Services Authority

## WHO WILL BE AT THE 2024 CHES NATIONAL CONFERENCE?

Key individuals representing over 600 healthcare facilities will be in attendance at the 2024 CHES National Conference. Delegates include individuals who are directly involved in or responsible for:

Building maintenance

Clinical engineering

Construction

Environmental management

Facilities management

Facilities planning

Plant engineering

Real estate management

Safety

Security

Support services

Waste management

# PRINT ADVERTISING

## 2024 EDITORIAL CALENDAR

ISSUE	SPOTLIGHT	INDUSTRY FOCUS	PUBLISHING SCHEDULE
SPRING	Innovation & Technology	Infection Prevention & Control, Health & Safety	Ad closing: February 2nd Material due: February 9th Publication date: March
SUMMER	Enriching Patient Experiences by Optimizing the Environment	Maintenance & Operations, Building Systems	Ad closing: July 3rd Material due: July 10th Publication date: July
FALL	CHES Awards	Sustainable Healthcare, Facility Management & Design	Ad closing: October 17th Material due: October 21st Publication date: October
WINTER	Healthcare Development	Security & Life Safety, Emergency Preparedness & Response	Ad closing: December 11th Material due: December 16th Publication date: December

*\*Bonus distribution of Summer issue at 2023 CHES National Conference*

## ADVERTISING RATES COST PER INSERTION, HST/GST EXTRA

Description	1 Issue Rate	4 Issue Rate
Double page spread	\$4,392	\$4,200
Outside back cover	\$2,850	\$2,720
Inside front cover	\$2,725	\$2,595
Inside back cover	\$2,595	\$2,540
Full page	\$2,440	\$2,380
Half page	\$1,695	\$1,575
TOC & Editor's Note Banner	\$1,255	\$1,219
One-third page	\$1,150	\$1,110
Quarter page	\$1,090	\$1,060
1/6 Page	\$800	\$750
Box Ad	\$550	\$500

### All rates include 4 colour process

Inserts/Rates on Request

Above prices are for print-ready artwork only.

Additional charges apply for art preparation.  
HST/GST not included.



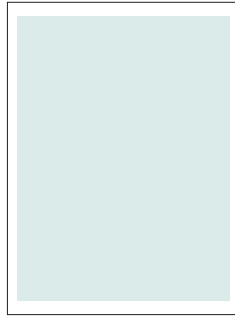
# SPECIFICATIONS



## DOUBLE PAGE SPREAD

BLEED: 16.5" x 11.125"

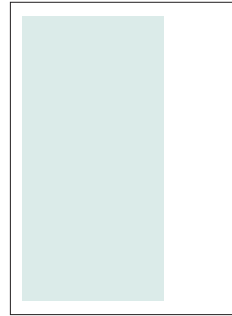
TRIM: 16.25" x 10.875"



## FULL PAGE

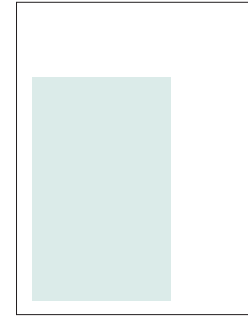
BLEED: 8.375" x 11.125"

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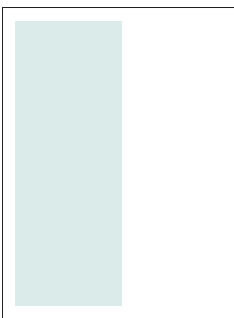
## 2/3 PAGE

4.563" x 9.563"



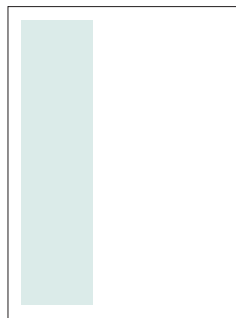
## 1/2 ISLAND

4.563" x 7.375"



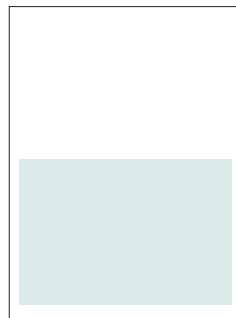
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## 1/3 VERTICAL

2.25" x 9.563"



## 1/2 HORIZONTAL

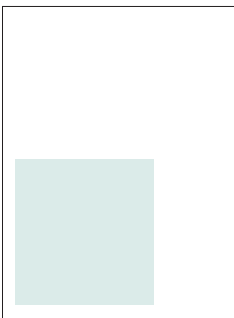
7.125" x 4.75"



## BANNER

BLEED: 8.375" x 2.25"

TRIM: 8.125" x 2.25"



## 1/3 SQUARE

4.563" x 4.75"



## 1/4 PAGE

3.375" x 4.75"



## 1/6 PAGE BOX

4.75" x 2.25" 2.25" x 2.25"

## Director & Group

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## Published by

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ON M2J 4Z8  
Tel: 416-512-8186  
www.mediaedge.ca

## DIGITAL FILES:

Preferred format is a High Resolution (300dpi) PDF file, provided all the fonts are embedded, and all colour is converted to CMYK. Other acceptable formats are Adobe InDesign CS6, and Adobe Illustrator CS6 files, if all graphics and fonts are also included.

We cannot accept ads created in QuarkXpress, Microsoft Word and Publisher.

If using a newer version than CS6, please save the file down.

Please include a laser copy for reference. All colour files must be accompanied by a colour proof or separated laser proofs.

Publisher assumes no responsibility for accuracy when a proof is not provided.

## FTP INFORMATION:

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Password: artwork (ads) OR production (editorial)

## DIGITAL FILES (SEND TO):

Production

2001 Sheppard Avenue East, Suite 500

Toronto, ON M2J 4Z8

416-512-8186 ext. 263



# E-NEWS ADVERTISING


View Online | Sign Up | Archive      October 25, 2022

**E1**

## CHES SCISS

Canadian Healthcare Engineering Society - Société canadienne d'ingénierie des services de santé

**E2**



**Infrastructure investment a go-to in downturn**  
Prospective project proponents in the United States are looking to Canadian models for facilitating public-private partnerships (P3s) as they contemplate the infrastructure investment that two recently enacted spending bills are designed to trigger.  
[READ MORE >](#)

**D1**

**FEATURE SPOTLIGHT 1**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam...

[Human rights due diligence aligns with ESG](#)    [KingSett a global leader as GRESB uptake swells](#)    [QuadReal steps up decarbonization pace](#)

Even the toughest commercial buildings can fall prey to Canadian winters. Harsh storms, heavy snow, and heightened water damage risks.


**E3**

**Headline News**

[> Human rights due diligence aligns with ESG](#)    [> KingSett a global leader as GRESB uptake swells](#)    [> QuadReal steps up decarbonization pace](#)

**C1**

**SPONSORED CONTENT**  
Article Title  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam...



**NS to offset revenue loss from Fiona shutdowns**  
One-time \$2,500 grants for small business operators are in addition to the up to \$200,000 in disaster financial assistance available to help private and not-for-profit enterprises cover repairs or replacement of uninsurable essential property.  
[READ MORE >](#)

**E4**

**IN CASE YOU MISSED IT:**  
**Robust yields ongoing for industrial landlords**


Warehouse and logistics space continued to deliver robust yields for industrial landlords through the summer of 2022. CBRE Canada's third quarter overview reveals a national availability rate of 1.5 per cent along with 9.6 million square feet of positive absorption, while Colliers Canada's national market

**D2**

**FEATURE SPOTLIGHT 2**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam...

B.C. Premier David Eby and Health Minister Adrian Dix announced with aplomb on Tuesday the ground-breaking for a new hospital in Surrey — but the facility, which includes a cancer care centre, will open its doors three years later than originally planned and cost an

**E5**



A leading Canadian B2B information service provider specializing in digital, print, video and event management.    [www.mediaedge.ca](http://www.mediaedge.ca)

## BENEFITS OF E-NEWS ADVERTISING

1. Direct targeted reach to 4,218 hospital and long-term care facility managers, directors and engineers
2. Association backed publication
3. Adaptable interactive advertising
4. Measurable results
5. Free creative service available

## ADVERTISING RATES COST PER QUARTER, HST/GST EXTRA

	Digital Specs	Rate
<b>E1</b> Top Leaderboard	728 x 90 pixels	\$3,000
<b>E2</b> Leaderboard	728 x 90 pixels	\$2,750
<b>D1</b> Feature Spotlight 1	125 x 125 pixels	\$2,500
<b>D2</b> Feature Spotlight 2	125 x 125 pixels	\$2,250
<b>E3</b> Leaderboard	728 x 90 pixels	\$2,600
<b>C1</b> Sponsored Content	125 x 125 pixels	\$2,500
<b>E4</b> Leaderboard	728 x 90 pixels	\$2,400
<b>E5</b> Leaderboard	728 x 90 pixels	\$2,250

\*Six bi-weekly issues.

\*\*All ads must be 72 dpi and gif, png or jpeg. Only RGB. No animated ads for E-News.

# SPONSORED CONTENT

## YOUR CONTENT, OUR READERS

Sponsored articles are a unique opportunity to educate our readers about the latest innovations employed by your company through an impactful, thought leadership article written by our industry specialized editor.

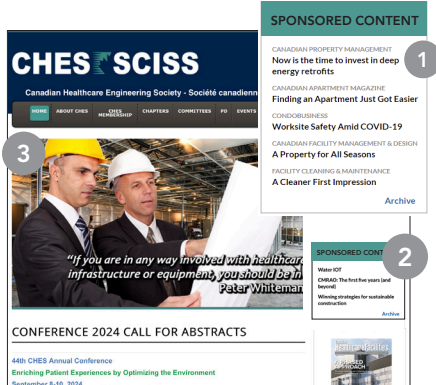
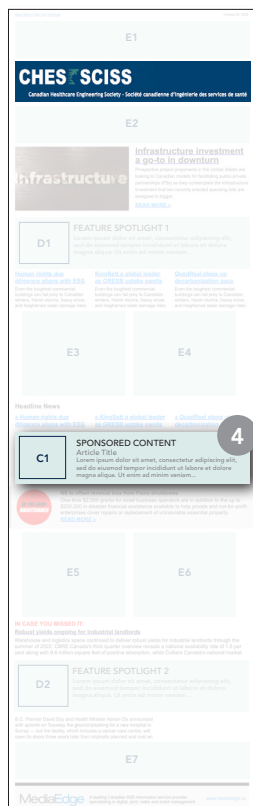
### PRINT



**Double Page Spread**  
Maximum 900 words, images, and logo.

**Sponsored Column**  
Maximum 150 words and logo.

### DIGITAL



- 1 Clickable headlines are displayed on home page/landing page.
- 2 Article teasers expanded on home page/landing page.
- 3 Content is archived on CHES with no time restrictions.
- 4 Your article gets sent out in the CHES e-newsletter and shared on our social media channels.

## BENEFITS OF SPONSORED CONTENT

1. Direct targeted reach
2. Access to a professional writer
3. Multi-channel promotion
4. Backlinks and PR increase brand strength
5. Measurable results
6. Design included

### VIDEO & AUDIO



#### Every Video and Audio includes:

- Podcast up to 20 minutes
- A professional host
- Intro/extro music
- All production and editing
- Distribution to all major platforms

## ADVERTISING RATES COST PER INSERTION, HST/GST EXTRA

	Size	Rate
Double Page Spread	Maximum 900 words, images and logo	\$4,800
Full Page	Maximum 450 words, images and logo	\$3,250
Sponsored Column	Maximum 150 words, images and logo	\$1,550
Digital Only E-News & Web Placement	Maximum 900 words, images and logo	\$2,500

# SPONSORED CONTENT PACKAGES

**CAMPAIGN 1** ..... PRINT + DIGITAL + VIDEO & AUDIO ..... **\$7,000**



**CAMPAIGN 2** ..... PRINT + DIGITAL ..... **\$6,000**



**CAMPAIGN 3** ..... DIGITAL + VIDEO & AUDIO ..... **\$3,500**



# PODCASTING



## CORPORATE PODCAST IS A GREAT WAY TO AMPLIFY YOUR BRAND AND POSITION YOUR BUSINESS AS A THOUGHT LEADER.

The simple advantage to podcasting is it gives potential clients the opportunity to learn more about your business, products or services when it is most convenient for them.

## PODCASTING WILL IMPROVE YOUR SEO AND GENERATE CONTENT FOR YOUR SOCIAL MEDIA.

- Google has integrated indexing of audio content. Your podcasts can appear in search results. Episodes may turn up in any search, not just when users are specifically looking for podcasts.
- We will ensure your podcast contains the target keywords your audience is searching for. Throughout your script, we will naturally use your keywords, which is critical for an optimal SEO strategy.
- Social media platforms have become optimized for video in recent years. Short, bite-sized clips of your video podcast will increase your content's shareability and reach on social media.

### EVERY PODCAST INCLUDES:

- Professional host
- 15 to 20 minute show
- Professional intro/extra music
- All production and editing
- Files provided for your website
- Distribution on all major platforms (Apple, Google, Spotify, Stitcher, YouTube and many more).

### PODCAST CAMPAIGNS

6 Audio only Podcast	\$5,500
6 Video Podcast	\$7,500

*All rates are net.*





# PAID PROMOTIONAL CAMPAIGNS

## SMART AD DISPLAY

**Smart Display** is a programmatic marketing campaign that gives your company's advertising strategy the edge of being at the right place at the right time within the floor covering industry.

MediaEdge partners with top-performing programmatic suppliers to stay connected with the highest quality ad exchanges and data inventories, giving you the power to target your niche audiences online on almost any website they visit.

Advertise with the confidence that you are making a valuable impression at the right time.

Identify and target niche audiences:

- Visiting your website
- Researching online
- Reading industry articles online
- Entering and leaving websites of interest
- Visiting physical locations of interest

An average of **1,700** online display ads are seen each month. Take advantage of our specialized team and technology to target ads to your customers more often.

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## ANNUAL PROGRAMS START AT \$500/MONTH

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## SMART CHANNEL PREMIUM AUDIENCE DATA

**Smart Channel** gives you the ability to retarget our premium floor covering subscriber and readership data. Using only our site retargeting tactic, we retarget individuals who have interacted or visited the **CHES** website.

Promote your products and services with confidence. You are reaching our engaged floor covering professionals with frequency to complement your other premium placement campaigns.

### All campaigns include:

- Reporting and analytics
- Campaign manager
- Custom campaign creation and technical build-out of micro-campaigns
- Guaranteed impression delivery
- Complimentary creatives
- Manual and auto-optimizations

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## ANNUAL PROGRAMS START AT \$500/MONTH

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# SOCIAL MEDIA MANAGEMENT

Whether it's a full online community or a simple presence on a specific channel, we're here to help you grow your business. We know your industry is unique. We'll identify which social channels will work for you, where the influencers are on those channels and develop a content strategy to pull those audiences in and expand your network.

## We deliver:

- Account(s) assessment
- Profile setup
- Regular posting schedule
- Performance monitoring and reporting
- Content generation and strategy

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## ANNUAL PROGRAMS START AT \$1,300/MONTH

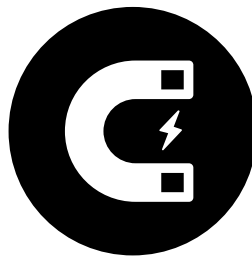
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## HOW WILL WE HELP?

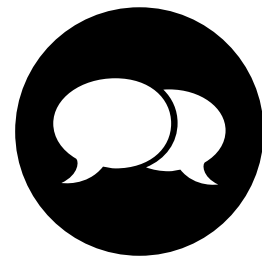
Our social media program will support your business development and customer engagement. Here are three ways social media can help you achieve your goal.



Increase website traffic



Build your brand and attract customers



Customer support and outreach

## CONTENT SEO

Your goal is to reach the widest audience possible to grow your business. Our experts are here to help. We'll use the latest SEO techniques to increase your website's search ranking to outshine the competition. It's all part of a content strategy that fits your unique industry, finds the best channels for your audience and expands your social network with content that's inspiring and engaging.

Content SEO works hand-in-hand with social media, strengthening your other social media channels with longer-form messages while driving traffic to your website.

Content is the most crucial component of your website's SEO strategy. A professional content team can drive traffic to your website by creating keyword-rich, informative posts that position your company as a thought leader.

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## WHAT IS SEO?

SEO stands for search engine optimization. It is the process of getting traffic from organic, natural search results from search engines.

**Contact us for more details.**

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# GOOGLE ADWORDS/ADS

Get in front of customers when they're searching for businesses similar to yours on Google Search and Maps through Google AdWords — a pay-per-click service offered by Google for businesses wanting to display ads on the world's premier search engine.

The Search Ads program enables businesses to set a budget for advertising and only pay when people click the ads. The ad service is largely focused on keywords.

- Attract customers instantly
- Find out what triggers conversions
- You control your advertising costs
- Find customers who search for your services

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## CAMPAIGN INVESTMENT STARTS AT \$500/MONTH

Minimum six-month commitment

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## PROGRAM HIGHLIGHTS

- Google suite certified campaign manager assigned to each account. One point of contact for all queries and discussions.
- Up-to-date on industry best practices and Google product changes/updates.
- Customer service: All queries will be addressed within four to 24 hours, based on the priority.
- Beta testing analysis and implementation.
- Manual bidding at keyword and Ad Group level.
- Target audiences — using all the available optimization tools and techniques.
- Quality-score driven setup and optimization.
- Comprehensive bi-monthly reporting and custom report from Google Ads and Google Analytics.
- Real-time dashboard monitoring.

Canadian Healthcare Facilities is published on behalf of CHES by:



Our mission is to produce market-leading, superior quality magazine, conference and trade show brands that provide distinctive and effective ways to deliver client information to key industry players.

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