maintains unrivaled influence and expertise, playing a pivotal role in driving growth in the engineering industry in Ontario.

We connect you with today’s influential audience of EVERY licensed engineer in Ontario, across all industry sectors.

Highest-circulated engineering publication in Canada with the lowest CPM*

<table>
<thead>
<tr>
<th>TOTAL AUDIENCE</th>
<th>DIGITAL</th>
<th>PRINT</th>
<th>READERS PER COPY</th>
</tr>
</thead>
<tbody>
<tr>
<td>117,376</td>
<td>82,617**</td>
<td>19,311**</td>
<td>1.8***</td>
</tr>
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</table>

6 ISSUES ANNUALLY

LETTER FROM THE EDITOR

In 2020, Engineering Dimensions—the official publication of Professional Engineers Ontario—is celebrating its 40th anniversary. Published six times a year in both print and digital formats, Engineering Dimensions is the highest-circulated engineering publication in Canada and gives its advertisers direct access to all licensed engineers, engineering interns and engineering students in the province.

Today, engineering is evolving more rapidly than ever before, across all industries. As a valued professional publication, Engineering Dimensions anticipates and reports on current developments, innovations and trends driving the development of the industry; highlights government policies, influencers and events that affect engineers and the communities they serve; and provides information on essential components of the self-regulating profession.

This year, the magazine is focusing on expanding its digital platform and the advertising opportunities that go along with it. The focus on digital—and our recent switch to make the digital edition the default delivery method—allows us to put a paperless product in front of our readers faster than the local letter carrier and shadows the technological shift that is at the core of engineering.

Nicole Axworthy
Editor, Engineering Dimensions
Engineering Dimensions offers unprecedented access to EVERY licensed engineer in Ontario.

37,062 HOLD A MANAGEMENT POSITION, and of that 81% are in a middle to senior management position

54% are involved in the recommendation process or approval process

96% say Engineering Dimensions provides important information about PEO
83% find the advertising relevant
75% read most to every issue

TOP ACTIONS OUR READERS TAKE AFTER READING AN ISSUE

Visit a website
Investigate or purchase a product/service advertised or mentioned in an article
Discuss with a colleague
Pass the journal and/or information on to someone else

READERS CONTINUE THEIR EDUCATION

and technical training by participating in:

> In-house Training
> Seminars/Conferences/Workshops
> Professional Development Courses
> Online Courses
> University/College Courses

63% want more information on Education/Professional Development

Source: Engineering Dimensions 2017 Reader Survey
INDUSTRY SNAPSHOT

COMPANY/ORGANIZATIONS

- 32% Consulting
- 16% Industrial Manufacturing
- 14% Government
- 9% Other (including Construction/Contracting, Manufacturing, Research, Automotive, Healthcare, IT, NFP, Nuclear and Software)
- 6% Industrial Services
- 6% Consumer Manufacturing
- 6% Building/Architectural
- 4% Consumer Services
- 2% Utility
- 2% Education
- 1% Telecommunications
- 1% Energy/Power
- 1% Mining

ENGINEERING DISCIPLINES

- 47% Industrial/Building/Structural/Civil
- 23% Mechanical
- 18% Electrical
- 12% Software/Computer
- 11% Environmental/Forest
- 7% Mining & Mineral/Metallurgical/Chemical Engineering
- 5% Aeronautical/Naval Architectural/Space
- 4% Nuclear
- 2% Petroleum/Geological
- 1% Agricultural/Biosystems/Biosource/Food/Geomatics/Marine

Source: Engineering Dimensions 2017 Reader Survey
MARKETING SOLUTIONS ACROSS MULTIPLE PLATFORMS

Unique solutions to engage your audience at all budget levels

DISPLAY ADVERTISING
Connecting you to EVERY licensed engineer in Ontario; available in both print and digital editions

DIGITAL EDITION ADVERTISING
The ability to accommodate embedded clickable high-resolution images, audio, video pop-ups and digital overcovers

INSERTS/OUTSERTS + COVER WRAPS
Geo-targeted opportunities provide a laser-focused campaign. Our digital edition provides clickable inserts, instantly driving customers to your content

DIGITAL EDITION LANDING PAGE
Be at our digital readers’ fingertips by showcasing your brand with a skyscraper ad

DIGITAL EDITION EBBLAST
Maximize your exposure with a top leaderboard; delivered directly into our readers’ inboxes

INDUSTRY PROFILE
Highlight your company brand and expand awareness

PRODUCT FILE
The perfect opportunity to highlight your product and services

PROFESSIONAL DIRECTORY
Business card style advertisement that will highlight your brand

CAREER/CLASSIFIED
Find the best candidate for your business with this targeted opportunity

SPONSORSHIP PACKAGES
PEO’s Annual General Meeting and Order of Honour Awards Gala attract engineering decision-makers in one location. Reach who you need to with a sponsorship package for the April 2020 event

WHAT OUR ADVERTISERS HAVE TO SAY
“Engineering Dimensions has helped us connect with and target the right audience.”
– EPIC EDUCATIONAL PROGRAM INNOVATIONS CENTER
AWARDS
Awards won by Ontario’s professional engineers

BULLETIN BOARD
Bulletin of events, book, websites and podcasts of interest to engineers

ETHICS
Series on ethics in everyday practice

FORMATION
Issues concerning the qualifications for acquiring and keeping a P.Eng. licence

GAZETTE
Decisions of engineering discipline and enforcement matters, and regulation changes

GOVERNANCE
A series of articles on aspects of PEO governance and best practices for governance of regulatory bodies

86% of B2B media readers have purchasing influence*
FORE-COLOUR RATES (GROSS)

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<tr>
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<td>$7,940</td>
<td>$7,545</td>
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DIMENSIONS (INCHES)

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<thead>
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<tbody>
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<tr>
<td>Number of Columns</td>
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</tr>
</tbody>
</table>

Note: 1) On full-page ads, please ensure that no words or photos appear outside the live-area dimensions (7" x 10")
2) Please include crop marks and leave a bleed of .125 inch if required
3) All fractional ads must have a black 0.5 keyline frame

DIGITAL EDITION ADVERTISING

Embedded images, audio & video, pop-ups and digital overcovers
Rates available upon request.

PRODUCT

<table>
<thead>
<tr>
<th>FILE</th>
<th>1x</th>
<th>3x</th>
<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full-colour guide to catalogues, brochures and literature</td>
<td>$1,180</td>
<td>$1,120</td>
<td>$1,065</td>
</tr>
</tbody>
</table>

INDUSTRY PROFILE

1/3 horizontal, 50-75 words, plus logo and image.
Unit size: 7" (w) x 2.5625" (h)

CAREER, CLASSIFIED & APPOINTMENT NOTICES ADVERTISING

Minimum: Two column inches, $450
Each additional column inch, $225
More than seven column inches, use display rates

PROFESSIONAL DIRECTORY

Three insertions: $1,185 ($395 ea)
Six insertions: $1,805 ($300.83 ea)
Unit size: 3.3125" (w) x 1.25" (h)
Minimum: Three insertions

DIGITAL EDITION LANDING PAGE*

Unit size: 100 pixels (w) x 600 pixels (h)
Maximum file size is 80kb. Please send in JPG format.

<table>
<thead>
<tr>
<th></th>
<th>1x</th>
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<th>6x</th>
</tr>
</thead>
<tbody>
<tr>
<td>Skyscraper</td>
<td>$1,290</td>
<td>$1,225</td>
<td>$1,165</td>
</tr>
</tbody>
</table>

*2 spots available

DIGITAL EDITION EBLAST

Unit size: 530 pixels (w) x 140 pixels (h)
Top leaderboard

$1,995

Mechanical Information

Electronic material: Digital files only. PDF/X-1a: 2001 files are preferred.
Alternate acceptable formats include: Macintosh format, InDesign CC, QuarkXPress 9, Illustrator CC, Photoshop CC (or earlier). Include all fonts and high-resolution images (300 dpi files for best resolution) in TIFF or EPS format (CMYK only). To ensure the accuracy of all advertisements, a full-size colour proof must be provided. The publisher shall not be liable for any advertisements received without a colour proof.

File transfer media: DVD, CD, FTP or email. Smaller files can be emailed up to a maximum file size of 10MB. Send to design@dvtail.com and chimes@dvtail.com.

FTP site: ftp.dvtail.com. Please send an email to ftp@dvtail.com for password information for the FTP site.

Design services: Complete design services are available at an additional charge. For details, please contact: Roberta Dick, robertad@dvtail.com or Crystal Himes, chimes@dvtail.com, Tel: 905.886.6640

Terms & Conditions

Agency commission: Fifteen per cent (15%) of gross to recognized agencies.

Terms: Net 30 days. Two per cent (2%) per month interest on overdue accounts.

Taxes: Our published rates do not include applicable taxes, which will be added to invoices and clearly identified.

Publisher conditions: Advertising material is subject to approval by the publisher. If an advertiser’s contract is not fulfilled as specified, the advertiser agrees to pay the resulting short rates back to the best earned space rate applicable.

Cancellations and space changes not accepted after closing date.