

**NOW IN PRINT
AND ONLINE!**

SPOTLIGHT 2025

ROAD & MUNICIPAL
DIRECTORY

Reserve your ad space in the 2025 Spotlight Road & Municipal Directory that targets Ontario's multi-billion dollar municipal market.

**CONSTRUCTION
EQUIPMENT / ROADS
DRAINAGE / UTILITIES
TECHNOLOGY / PARKS**

- Featuring hundreds of company advertisements from Ontario, Canada and the USA.
- 60+ Category listings of products and services.
- Comprehensive Municipal Membership Directory featuring contact information for key decision makers.
- 4,000 copies of this coil-bound directory are distributed throughout Ontario, Canada, the USA – and at various Industry Trade Shows and Events.
- Mailed directly to Municipal Road Supervisors, Purchasing Agents, Electricity Distributors, Road Contractors and Fleet Managers.
- Competitive advertising rates. Ad space is not invoiced to the advertiser until March 2024.
- Book ad space by June 6, 2024 and you could win a free booth at the 2025 AORS Municipal Public Works Trade Show in Woodstock.
- Book ad space by September 3, 2024 for a chance to win your ad space FREE!
- Complete this advertisement application form, or book ad space on-line at www.aors.on.ca.



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SPOTLIGHT 2025 ADVERTISING RATES

- AD SIZES AND SPACE RATES - RATES INCLUDE YOUR AD IN BOTH THE PRINT AND ONLINE EDITIONS

FULL PAGE COLOUR AD..... \$ 2,280.00

Island ad size: 7-1/2" wide x 10" high - centered on the page or 8-1/2" wide x 11" high, full bleed, plus extra 1/8" bleed on all sides. Keep logos and type 1/2" from left and right sides for the coil binding.

1/2 PAGE COLOUR AD..... \$ 1,290.00

Ad size: 7-1/2" wide x 4 7/8" high, or 3-5/8" wide x 10" high.

1/4 PAGE COLOUR AD..... \$ 800.00

Ad size: 3 5/8" wide x 4 7/8" high, or 2 5/16" tall x 7 1/2" wide.

BUSINESS CARD COLOUR AD... \$ 475.00

Ad size: 3 5/8" wide x 2 5/16" high.

FULL PAGE B/W AD..... \$ 1,770.00

Prints black only or black and standard red.
Island ad size: 7-1/2" wide x 10" high - centered on the page or 8-1/2" wide x 11" high, full bleed, plus extra 1/8" bleed on all sides. Keep logos and type 1/2" from left and right sides for the coil binding.

1/2 PAGE B/W AD..... \$ 1,050.00

Prints black only or black and standard red.
Ad size: 7-1/2" wide x 4 7/8" high, or 3-5/8" wide x 10" high.

1/4 PAGE B/W AD..... \$ 695.00

Prints black only or black and standard red.
Ad size: 3 5/8" wide x 4 7/8" high, or 2 5/16" tall x 7 1/2" wide.

BUSINESS CARD B/W AD..... \$ 370.00

Prints black only or black and standard red.
Ad size: 3 5/8" wide x 2 5/16" high.

All above advertising rates are subject to HST.

AORS Supplier Members are eligible for a 5% discount off the space prices listed.

A company is a Supplier Member of AORS if they are a paid member of one or more of the 30+ Local Associations that make up our Association. If you are a Supplier Member, please indicate one of the Local Associations to which you belong. For more information about our Local Associations or about becoming a Supplier Member, please visit www.aors.on.ca/Membership.

WHY SHOULD YOUR COMPANY BE IN THE SPOTLIGHT?

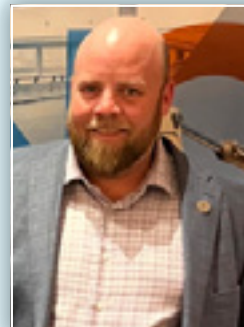


Shawn Blackmore Charles Jones Industrial Ltd.

Charles Jones Industrial was introduced to the AORS in 2017 through our connections as an industrial supplier for multiple different municipalities throughout Ontario.

We have been proud vendors at the yearly trade shows along with other events put on by the AORS throughout the year. The relationship we have built through this connection has been a valuable asset to our company and has only been strengthened through our involvement with the Spotlight Road and Municipal Directory. This access has allowed us to grow our business through providing us with opportunities to connect with the end users of the many industry brands we represent to ensure that they have the best tools and equipment for the job.

We are proud to be a supplier to the members of the AORS and look forward to continuing to build these relationships in the many years to come.



Adam McDonald, CRS Operations Manager Public Works Services

Our team has brought in many new faces in the past couple of years. Understandably it can be difficult to communicate all contacts to each new team member. The AORS Spotlight is "the bible" in our office. It is easy to navigate and contains everything we need to reach out to vendors and neighboring municipalities, as well as useful supporting information. We ensure that each supervisor has a new copy annually and access to the online version as well. Thanks to the Spotlight committee, vendors and individuals who support the publishing of the Spotlight each year, it is a valuable resource.



James Delamere Ramudden Canada CEO

Stinson has proudly supported the Spotlight Directory and has been a dedicated partner of the AORS community for over three decades. After over 60 years as a family business, we took a huge step in 2022 and joined the Ramudden Global family based in Sweden. While we are now part of a large international traffic safety organization, our Stinson team and senior management remain Ontario based and focused on our local communities. During this pivotal moment for the company, AORS and The Spotlight Directory continue to be effective channels for reaching the most important people in the industry. These platforms not only connect us with the road supervisor community, but remain key communication tools as we bring new products, services and safety innovations to Ontario's roads.

**CLOSING DATE FOR AD SPACE IS OCTOBER 25, 2024
CLOSING DATE FOR AD MATERIALS IS NOVEMBER 15, 2024**

If you currently have an ad in the Spotlight Municipal Directory and you wish to “double the size of your advertisement”, AORS will give a 20% discount off the price of the new ad space!

PLEASE COMPLETE THIS FORM INCLUDING THE CATEGORIES ON THE BACK PAGE AND EMAIL TO ADMIN@AORS.ON.CA

SPOTLIGHT 2025 ADVERTISERS INFORMATION

NAME OF COMPANY _____

BILLING ADDRESS _____

MUST BE COMPLETED FOR BILLING PURPOSES

CITY _____ PROVINCE _____ POSTAL CODE _____

PHONE NO. _____ FAX NO. _____

TOLL FREE _____ E-MAIL _____

WEBSITE _____ YOUR CURRENT AD APPEARS ON PAGE _____

SIZE OF AD _____ IS THIS YEAR'S AD A REPEAT? _____

COST OF AD _____ (Plus H.S.T.) WILL FINISHED ARTWORK OR

DOES NOT INCLUDE ARTWORK / AD PRODUCTION

PDF FILE BE SUPPLIED? _____

DATE AD APPROVED _____ PLEASE HAVE PRINTER CALL ABOUT MY AD _____

COMPANY REPRESENTATIVE _____ (Please attach business card.)
(Please Print, and sign)

OUR FIRM IS A SUPPLIER MEMBER OF THE FOLLOWING LOCAL ASSOCIATION: _____

AORS OR SPOTLIGHT REPRESENTATIVE _____

ABOUT US

***MUST BE COMPLETED FOR ONLINE SEARCHABLE DIRECTORY** (2 or 3 sentence paragraph using searchable descriptive words about your company)

● Ad space invoices are due and payable upon receipt of invoice and can be paid with credit card or cheque. To pay with credit card, please call the AORS office. All cheques are to be made payable to:
Association of Ontario Road Supervisors
268 Maiden Lane, Suite 206,
PO Box 2669 St. Marys, ON N4X 1A4

● AORS is not responsible for contents included in any advertisement. Ad information is the responsibility of the company placing the advertisement.

● **The “Cost of Ad space” does not include artwork or file production.** Set-up or art / file costs are the responsibility of the company placing the ad. If you require assistance in designing your SPOTLIGHT ad please contact AORS at admin@aors.on.ca

● **Electronic File Specifications for Spotlight: High resolution pdf files are required to ad size.**

● For best printing quality please supply a hi-resolution print quality pdf. Advertisers should request hi-resolution pdf files from their suppliers. Publication is printed at 150 line screen.

● Publication Trim Size: 8-1/2” x 11”. For specific ad sizes, see left page. If producing a full page color bleed ad, keep text and logos 1/2” from the left and right sides for the coil binding.

SPOTLIGHT NOW IN PRINT, AND AS AN ONLINE SEARCHABLE DIRECTORY

*MUST BE COMPLETED

PLEASE INDICATE WHICH CATEGORIES YOU WOULD LIKE YOUR COMPANY'S EQUIPMENT, PRODUCTS OR SERVICES LISTED UNDER. IF THIS AREA IS NOT COMPLETED WE WILL LIST AT OUR DISCRETION.

- | | |
|---|---|
| <input type="checkbox"/> Accountants / Consultants / Engineers / Lawyers | <input type="checkbox"/> Hydraulics / Cooling Systems |
| <input type="checkbox"/> Accessories / Lighting / Cameras / GPS | <input type="checkbox"/> Inspection Services / Testing / Checklists |
| <input type="checkbox"/> Aggregates / Gravel / Dragline | <input type="checkbox"/> Landscaping |
| <input type="checkbox"/> AODA Products | <input type="checkbox"/> Land Reclamation |
| <input type="checkbox"/> Asphalt / Paving / Surface Treatment /
Laser Equipment / Pavement Marking | <input type="checkbox"/> Lubricants / Lubrication Systems |
| <input type="checkbox"/> Asset Management / Patrol / Software / Fleet Tracking | <input type="checkbox"/> Mowers / Tractors / Chainsaws / Small Engines |
| <input type="checkbox"/> Associations | <input type="checkbox"/> Mowing / Grading / Shouldering |
| <input type="checkbox"/> Attachments / Blades / Cutting Edges | <input type="checkbox"/> Procurement Group |
| <input type="checkbox"/> Auctions / Used Equipment / Resellers | <input type="checkbox"/> Promotional |
| <input type="checkbox"/> Biodegradable Solvents | <input type="checkbox"/> Pumps / Metering Pumps |
| <input type="checkbox"/> Boring / Drilling | <input type="checkbox"/> Rentals / Servicing |
| <input type="checkbox"/> Bridges | <input type="checkbox"/> Rust / Corrosion Control |
| <input type="checkbox"/> Brushing / Grubbing / Tree Trimming /
Trenching / Weed Control | <input type="checkbox"/> Safety Equipment / Personal Protection / Security |
| <input type="checkbox"/> Buildings / Facilities Communications /
Radios Compaction | <input type="checkbox"/> Sandblasting / Painting |
| <input type="checkbox"/> CCTV - Haz Waste Disposal | <input type="checkbox"/> Scales / Weighing Systems |
| <input type="checkbox"/> Communications / Radios | <input type="checkbox"/> Sewers / Culverts / Manholes / Watermains |
| <input type="checkbox"/> Compaction | <input type="checkbox"/> Shoring |
| <input type="checkbox"/> Concrete / Cement | <input type="checkbox"/> Signs / Traffic Control / Decaling / Traffic Calming |
| <input type="checkbox"/> Construction / General Contractors | <input type="checkbox"/> Snow & Ice Control |
| <input type="checkbox"/> Covers / Tarps & Canvas Products Demolition | <input type="checkbox"/> Storage / Tanks |
| <input type="checkbox"/> Demolition | <input type="checkbox"/> Street Lights / Traffic Signals / Utilities |
| <input type="checkbox"/> Drainage / Erosion Control / Geosynthetics | <input type="checkbox"/> Street Sweeping / Sweepers |
| <input type="checkbox"/> Dust Control | <input type="checkbox"/> Surveyors / Surveying Equipment |
| <input type="checkbox"/> Education / Training / Assessments / Certification | <input type="checkbox"/> Tires |
| <input type="checkbox"/> Electrical / Electronics / Electric Mowers | <input type="checkbox"/> Trade Shows & Exhibitions |
| <input type="checkbox"/> Environmental / Weather | <input type="checkbox"/> Trailers / Unloading Systems |
| <input type="checkbox"/> Excavating / Excavation | <input type="checkbox"/> Trucking / Haulage / Disposal |
| <input type="checkbox"/> Fences / Guardrails / Barriers | <input type="checkbox"/> Trucks / Bodies / Dealers / Parts / Repairs |
| <input type="checkbox"/> Fuel & Fuel Systems | <input type="checkbox"/> Underground Utilities |
| <input type="checkbox"/> Gravel Roads | <input type="checkbox"/> Vacuum Equipment / Services |
| <input type="checkbox"/> Hardware / Fasteners / Tools | <input type="checkbox"/> Washing / Cleaning |
| <input type="checkbox"/> Heavy Equipment / Repairs / Sales / Rentals | <input type="checkbox"/> Waste / Recycling / Grinding |
| | <input type="checkbox"/> Water / Wastewater |
| | <input type="checkbox"/> Welding |
| | <input type="checkbox"/> Other _____ |



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Be sure to use our current address in St. Marys.

Spotlight Advertisement Application Forms can be scanned and emailed to admin@aors.on.ca or by completing the online application form at www.aors.on.ca. They can also be mailed to 268 Maiden Lane, Suite 206, PO Box 2669 St. Marys, ON N4X 1A4.

Tel: (226) 661-2002 Fax: (226) 661-2003