

**NOW IN PRINT
AND ONLINE!**

SPOTLIGHT[®] 2021

ROAD & MUNICIPAL
DIRECTORY

Reserve your ad space in the 2021 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 2021.
- Book ad space by June 4, 2020 and you could win a free booth at the 2021 AORS Municipal Public Works Trade Show.
- Book ad space by September 23, 2020 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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PROMOTING KNOWLEDGE. PURSUING EXCELLENCE.

SPOTLIGHT 2021 ADVERTISING RATES

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

FULL PAGE COLOUR AD.....\$ 2,065.00

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.....\$ 1,160.00

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

1/4 PAGE COLOUR AD.....\$ 715.00

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.....\$ 420.00

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

FULL PAGE B/W AD.....\$ 1,590.00

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.....\$ 935.00

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.....\$ 615.00

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.....\$ 325.00

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.

UTILIZING THE SPOTLIGHT DIRECTORY

James Edgar, Mobil Services Inc.

“ Mobil Services Inc. has been proudly supporting the Spotlight Magazine for more than 30 years. With the partnerships made through Spotlight Magazine and its Municipal Directory, Mobil Services Inc. is celebrating its 40th anniversary this year! We would not be the company we are today without our Municipal customers. Contacts made and friendships strengthened are how small businesses thrive in today's world. The teamwork and relationship between Ontario's municipalities and their partner suppliers is very unique and the reason for that is the commitment of all involved at AORS! Continually looking to improve its publication of Spotlight is the reason why it has become the go to Bible for those in our industry! ”



Mike Huggins, Road Supervisor, County of Brant

“ The AORS Spotlight Municipal Directory is one of the best resources for me when I am looking for solutions to problems that arise in my role. I keep one on my desk and one in my truck. I use Spotlight to look up suppliers for the County's requirements, and also to find contacts at other municipalities who I can contact for help or ideas. ”



**Marc Warden, President & GM,
E.S. Hubbell and Sons/Hubb-Cap Ltd.**

“ E.S. Hubbell and Sons Ltd. has been a proud partner of AORS for more than 30 years. By hosting regular meetings, social events and the annual trade show, AORS has provided E.S. Hubbell the opportunity to build relationships with Road Supervisors and operators across Ontario. It was through these networking events that enabled Alan and Betty to expand from a single location in Thamesville, adding branches in North Bay and Napanee. Historically known as a manufacturer and supplier of drainage and road products we recently expanded our services to include rental equipment and custom steel fabrication with locations in Jarvis and Ancaster. We commend the AORS members on their hard work and dedication to bringing municipalities and suppliers together. We look forward to supporting AORS and our communities for years to come. ”



FOR OFFICE USE ONLY

COMPANY NAME					INITIAL
PREVIOUS PAGE NO.	AD SIZE	REPEAT	NEW ARTWORK REQUIRED OR TO BE SUPPLIED	NEW AD	

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!

SPOTLIGHT 2021 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.)
DOES NOT INCLUDE ARTWORK / AD PRODUCTION

WILL FINISHED ARTWORK OR 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 _____

CLOSING DATE FOR AD SPACE IS OCTOBER 30, 2020
CLOSING DATE FOR AD MATERIALS IS NOVEMBER 16, 2020

- 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

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"/> Landscaping |
| <input type="checkbox"/> Accessories / Lighting / Cameras / GPS | <input type="checkbox"/> Land Reclamation |
| <input type="checkbox"/> Aggregates / Gravel / Dragline | <input type="checkbox"/> Lubricants / Lubrication Systems |
| <input type="checkbox"/> Asphalt / Paving / Surface Treatment / Equipment / Pavement Traffic Marking | <input type="checkbox"/> Mowers / Tractors / Chainsaws / Small Engines |
| <input type="checkbox"/> Asset Management / Patrol / Software / Fleet Tracking | <input type="checkbox"/> Mowing / Grading / Shouldering |
| <input type="checkbox"/> Associations | <input type="checkbox"/> Promotional |
| <input type="checkbox"/> Attachments / Blades / Cutting Edges | <input type="checkbox"/> Pumps / Metering Pumps |
| <input type="checkbox"/> Auctions / Used Equipment / Resellers | <input type="checkbox"/> Rentals / Servicing |
| <input type="checkbox"/> Boring / Drilling | <input type="checkbox"/> Rust / Corrosion Control |
| <input type="checkbox"/> Bridges | <input type="checkbox"/> Safety Equipment / Personal Protection / Security |
| <input type="checkbox"/> Brushing / Grubbing / Trenching / Weed Control | <input type="checkbox"/> Sandblasting / Painting |
| <input type="checkbox"/> Buildings / Facilities | <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 |
| <input type="checkbox"/> Construction / General Contractors | <input type="checkbox"/> Snow & Ice Control |
| <input type="checkbox"/> Covers / Tarps & Canvas Products | <input type="checkbox"/> Storage / Tanks |
| <input type="checkbox"/> Drainage / Erosion Control / Geosynthetics | <input type="checkbox"/> Street Lights / Traffic Signals / Utilities |
| <input type="checkbox"/> Dust Control | <input type="checkbox"/> Street Sweeping / Sweepers |
| <input type="checkbox"/> Education / Training / Assessments / Certification | <input type="checkbox"/> Tires |
| <input type="checkbox"/> Electrical / Electronics | <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"/> Hydraulics / Cooling Systems | <input type="checkbox"/> Water / Wastewater |
| <input type="checkbox"/> Inspection Services / Testing / Checklists | <input type="checkbox"/> Welding |



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AORS is relocating in 2020.

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. Check our website for current phone and fax numbers.