

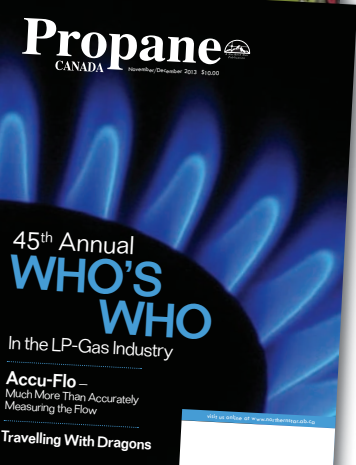
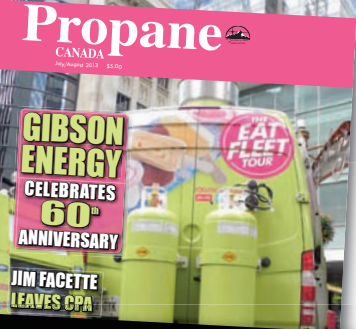
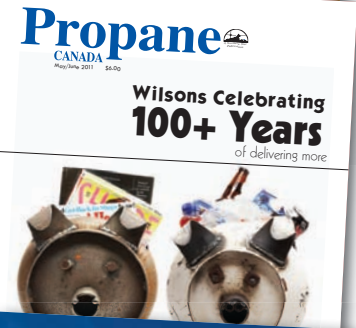
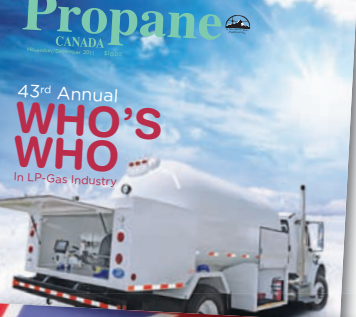
# Propane

CANADA



**47** *years*

**MEDIA KIT 2015**



# WELCOME TO PROPANE CANADA MAGAZINE

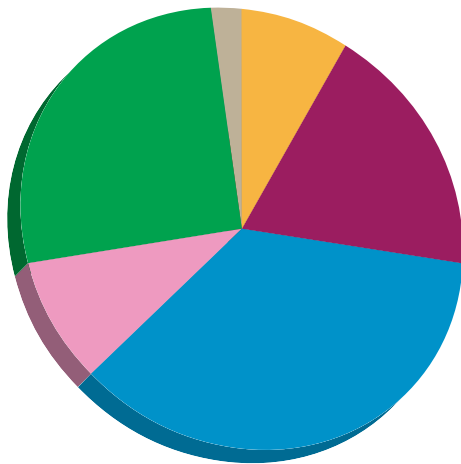
Propane Canada has been the exclusive voice of the LP Gas industry since 1968. We reach the entire gamut of the natural gas liquids sector, from the producer, midstreamer, and broker, through the propane supplier, of both LP Gas and propane products, to the ultimate end user at the burner tip.

With thousands of readers, this monthly publication reaches the ready-to-buy decision-makers, you can't do any better than to include *Propane Canada* in your media buy.

## CIRCULATION

November 2011

### GEOGRAPHICAL BREAKOUT OF CIRCULATION



- 36% AB/BC/NWT/YK
- 2% NL/PEI/NS/NB
- 27% QC/ON
- 18% US/Other Foreign
- 9% SK/MB
- 8% Trade Show Distribution

## TRADE DISTRIBUTION

AVERAGE BI-MONTHLY CIRCULATION IS APPROX. **5,400** Copies broken down as follows

|            |   |
|------------|---|
| <b>31%</b> | LP Gas Dealers, Distributors & Marketers  |
| <b>5%</b>  | LP Gas Producers Including Gas Plant Producing LPG's  |
| <b>3%</b>  | LP Gas Transporters   |
| <b>10%</b> | Major LP Gas Users, Gas Utilities, Town Plants, etc   |
| <b>4%</b>  | Roofing Contractors   |
| <b>4%</b>  | Operating Mines & Refineries  |
| <b>2%</b>  | LP Gas Design, Construction & Engineering Companies   |
| <b>11%</b> | Fleet Owners, Auto Manufacturers, Carburetion, Conversion & Services  |
| <b>8%</b>  | Manufacturers & Distributors of Appliances Containers & Related Equipment and Services  |
| <b>1%</b>  | Fleet Supervisors, Fleet Maintenance  |
| <b>7%</b>  | Truckers, Heavy Construction, Road Builders   |
| <b>5%</b>  | Government Officials, Financial & Investment Consultants, Research Departments, Schools, Libraries, Other allied to the Field |
| <b>1%</b>  | Advertising, Media  |
| <b>8%</b>  | Trade Show Distribution * 6000 Copies distributed at all Major Oil and Gas related tradeshow's annually                       |

### FIELDS SERVED

Production | Storage Facilities | Transportation | Distribution and Sales of LP-Gases and Manufacturers of Appliances | Containers and LP-Gas Equipment

### METHOD OF DISTRIBUTION

Canada Post Corporation

### SUBSCRIPTIONS & INFORMATION

**FREQUENCY:** 6 Times Yearly

**CANADIAN:** \$35 for 1 year | \$56 for 2 years | \$82 for 3 years (prices include GST)

**US:** \$37 USD per year. **FOREIGN:** \$62 per year. **SINGLE COPY:** \$6 plus applicable taxes and shipping.

For more information on subscriptions as well as online subscription options visit our website at [www.northernstar.ab.ca](http://www.northernstar.ab.ca).

All advertising accepted subject to approval by publisher. Publisher assumes no liability for error in or failure to include any advertisement beyond the value of the space used.

### HEAD OFFICE & MAILING ADDRESS

Propane Canada 500-900 6 Ave SW, Calgary, AB T2P 3K2

**P: 403.263.6881 | TF: 1.800.526.4177 | E: [propane@northernstar.ab.ca](mailto:propane@northernstar.ab.ca) | [www.northernstar.ab.ca](http://www.northernstar.ab.ca)**

### INDUSTRY OVERVIEW

*Propane Canada* has been the exclusive voice of the LP Gas industry since 1968. We reach the entire gamut of the natural gas liquids sector, from the producer, midstreamer, and broker, through the propane supplier, of both LP Gas and propane products, to the ultimate end user at the burner tip.

*Propane Canada* reaches your customer base, the major users of products and equipment. This includes the mining and construction sector, as well as road builders and the agricultural sector.

*Propane Canada* is a valuable communications tool which keeps the industry informed of its diverse yet interconnected parts. We cover the industry events, from conventions to golf tournaments, and we feature manufacturers and producers in our broad editorial coverage.

We also cover the U.S., and international scene, giving you a perspective on how this multi-billion dollar industry sits in the overall world of hydrocarbon energy production.

At *Propane Canada*, we strive to make each issue a reference piece where a certain segment of the industry is showcased. In this way, the issue is read and retained, making your advertising message far more valuable than it would otherwise be. Remember those words—“read and retained”.

### JANUARY-FEBRUARY | RECREATIONAL VEHICLES/BARBECUES AND ACCESSORIES

There is almost no one in North America who doesn't use propane fired products in one form or another. Two of these uses are the home barbecue and the recreational vehicle. We will look at the diverse product range offered by the manufacturers, enough to give our readers a choice when they take their leisure, either at home, at the cottage, or on the road.

### MANUFACTURING- INNOVATION AND NEW PRODUCTS/ NEW TECHNOLOGY

The propane business is a mature industry, but that doesn't mean that it sits still. Innovations to existing products, and new products to do the job better, are constantly being put on the market. For those manufacturers or suppliers with a new product or new way of doing things, we offer a product section in this issue to display your wares.

SPACE DEADLINE: JANUARY 16 | MATERIAL DEADLINE: JANUARY 23

### MARCH-APRIL | FOCUS ON THE U.S.

The United States celebrated the 100th year of the propane industry in 2012, and U.S. innovation, combined with a can-do attitude, have led to many ground-breaking discoveries which have advanced the industry over the past century.

We will focus on companies who have made a difference in the propane business, with particular emphasis on manufacturers who have been in the forefront of technological advances and supply chain management. This is a chance to display your company's proud history in a dynamic and important industry sector.

### PRODUCER FEATURE

Canada is a major producer of natural gas liquids, from propane to ethane and butane, from C2 all the way to C5+. We are exporters of raw products, but we are also refiners, taking products like ethanol and producing end user products from world-class facilities.

This is an issue dedicated to the producer. We want to tell your story, whether you have a new loading facility, a new control system, have added a deep-cut expansion, or simply want to talk about the overall capabilities of your LPG producing division. Advertising plus an editorial opportunity make this a must-read issue for your colleagues and the downstream end of the propane business.

SPACE DEADLINE: MARCH 13 | MATERIAL DEADLINE: MARCH 20

### MAY-JUNE | TRANSPORTATION AND STORAGE

Propane needs to get to the customer, whether it's by pipeline, rail, or truck, and we will focus on this vital sector of the industry. Liquids-rich gas plants move product through their loading racks or via pipeline, and terminals keep inventory so that the trucker can fill and deliver to their end user base.

We will look at all aspects of the transportation story, and invite you to show off your expertise and efficiency in getting product to market.

### TANKS AND GAUGES

Whether it is stationary storage in a gas plant or terminal facility, or a bobtail delivering product to a rural customer, we will look at the tanks and equipment that get the product to its ultimate destination safely and on time. Whether you make tanks or gauges or related products, this is the issue you want to focus on.

SPACE DEADLINE: MAY 15 | MATERIAL DEADLINE: MAY 22

### **JULY-AUGUST | MINING, CONSTRUCTION, HEAVY INDUSTRY**

Much of the mining sector would be without heat and power if it wasn't for propane. Mines are located in the more remote areas of our country, and propane is the fuel of choice. Commercial construction uses vast amounts of propane as they build the infrastructure of the country. Heavy industry, including crushers and road builders, as well as oilsands complexes, use LPG in both industrial and camp applications. We'll tell their stories, and they will be reading your message in this special end user issue.

### **THE AGRICULTURAL SECTOR**

From crop drying to weed eradication, to remote farm site use, both for work and for the home, the agricultural sector is a major user of product. We will focus on these applications, and on the products they use to make it happen.

**SPACE DEADLINE: JULY 10 | MATERIAL DEADLINE: JULY 17**

### **SEPTEMBER-OCTOBER | MIDSTREAM AND LPG TRADERS/BROKERAGE**

The midstream natural gas liquids sector has grown by leaps and bounds in the past two decades. Rather than entrain LPG in the gas stream, innovative companies started extracting the liquids, and a whole new industry segment was created. With a liquids-rich mcf as valuable as a barrel of oil, many producers have become midstream operators in their own right.

An important part of this equation is the role of the LPG trader/broker, those who aggregate the product from various midstreamers, find customers, and sell product on behalf of their clients, to their downstream clients. The all-important role of the broker is to free up each industry segment to do what they do best.

If you're involved in this part of the business, you will be able to tell your story here.

### **THE RETAIL SECTOR- PROPANE AND PRODUCT DISTRIBUTORS/SUPPLIERS**

The independent propane retailer is a vital part of the industry, supplying their local customer base with propane, and also with all manner of propane related products. They build load in their respective regions, and continually try to expand their reach, often against big odds. Natural gas, electricity, even wood - they all compete with propane, and the retailer is on the front line.

Here we tell their story, with regional vignettes that speak of challenges in the diverse regions of our country.

**SPACE DEADLINE: SEPTEMBER 11 | MATERIAL DEADLINE: SEPTEMBER 18**

### **NOVEMBER-DECEMBER | WHO'S WHO IN THE LP GAS BUSINESS**

Promote your company in our 46th Annual directory, a handy reference piece you will refer to again and again over the course of 2015. People talk about online lists, and ready access to all kinds of data on their phones or tablets. Visit any propane person though, and you'll see a closely guarded yearly version of our Who's Who. This issue lasts for a year, giving your advertising message unprecedented value as your customers refer to the directory time and again.

We also take the Who's Who to every propane show and convention, both in Canada and the United States. This includes the NPGA Southeastern Show, where we distribute hundreds of copies free of charge to customers from all over the world. Small budget or no budget, you will want to find the money to advertise in this issue. You also get a free listing for your company, and the opportunity of an enhanced listing at very little cost.

### **AUTO PROPANE**

When we talk about building load, auto propane is a natural choice. We have the technology, but are fighting natural gas, electricity, and even hydrogen. Many companies have come up with unique programs to build load for their companies, and we'll talk to them, sharing insights that will be of great value to the entire industry.

**SPACE DEADLINE: NOVEMBER 14 | MATERIAL DEADLINE: NOVEMBER 28**

# RATE CARD #152

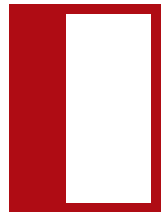
## GENERAL DISPLAY ADVERTISING RATE (all rates are subject to GST)

| AD SIZE         | 1X       |        | 3X       |        | 6X       |        |
|-----------------|----------|--------|----------|--------|----------|--------|
|                 | 4 COLOUR | BW     | 4 COLOUR | BW     | 4 COLOUR | BW     |
| FULL PAGE       | \$3005   | \$2055 | \$2920   | \$1970 | \$2870   | \$1920 |
| 2/3 PAGE        | \$2600   | \$1650 | \$2550   | \$1600 | \$2500   | \$1550 |
| 1/2 PAGE ISLAND | \$2470   | \$1520 | \$2420   | \$1470 | \$2370   | \$1420 |
| 1/2 PAGE        | \$2240   | \$1290 | \$2180   | \$1230 | \$2130   | \$1180 |
| 1/3 PAGE        | \$1920   | \$970  | \$1870   | \$920  | \$1840   | \$890  |
| 1/4 PAGE        | \$1710   | \$760  | \$1650   | \$700  | \$1630   | \$680  |
| 1/6 PAGE        | \$1500   | \$550  | \$1450   | \$500  | \$1400   | \$450  |
| 1/12 PAGE       | \$1240   | \$290  | \$1240   | \$290  | \$1240   | \$290  |

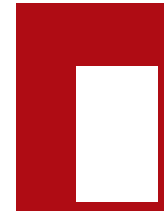
1 COLOUR (Added to B/W base price) \$450 (Red, blue, green, or yellow) \$500 (Pantone® and Match colours)



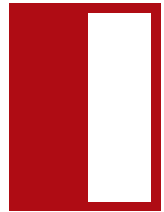
Full Page with Bleed  
8.375" x 11.125"  
Please keep all text within the image area 7" x 10"



2/3 Page Vertical  
4.5" x 10"



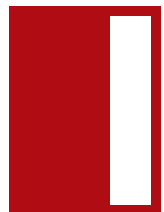
1/2 Page Island  
4.5" x 7.5"



1/2 Page Vertical  
3.334" x 10"



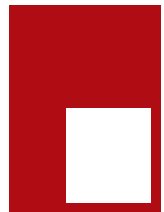
1/2 Page Horizontal  
7.0" x 5.0"



1/3 Page Vertical  
2.125" x 10"



1/3 Page Horizontal  
7.0" x 3.334"



1/3 Page Square  
4.5" x 5.0"



1/4 Page Vertical  
3.334" x 5.0"



1/4 Page Horizontal  
7.0" x 2.5"



1/6 Page Vertical  
2.25" x 5.0"



1/6 Page Horizontal  
5.0" x 2.25"  
1/12 Page Square  
2.125" x 2.125"

## COVERS & SPECIALTY OPTIONS (non-cancellable; includes 4 color process)

| PLACEMENT          | 1X     | 3X     | 6X     | PLACEMENT  | 1X     |
|--------------------|--------|--------|--------|--|--------|
| INSIDE FRONT COVER | \$3650 | \$3565 | \$3500 | GATE FOLD COVER                                    | \$5000 |
| INSIDE BACK COVER  | \$3525 | \$3450 | \$3375 | CUSTOM POSTER                                      | \$4000 |
| OUTSIDE BACK COVER | \$3800 | \$3700 | \$3650 | MARKET PLACE                                       | \$450  |
| 2 PAGE SPREAD      | \$5710 | \$5540 | \$5440 | <small>(NO DISCOUNT)<br/>1/6 PAGE VERTICAL</small> |        |

## MECHANICAL REQUIREMENTS & SPECIFICATIONS

| SIZE (Inches)                        | WIDTH | HEIGHT |
|--------------------------------------|-------|--------|
| PAGE <small>(Live Area)</small>      | 7.0   | 10.0   |
| TRIM SIZE                            | 8.125 | 10.875 |
| BLEED SIZE                           | 8.375 | 11.125 |
| 2/3 PAGE <small>(Vertical)</small>   | 4.5   | 10.0   |
| 1/2 PAGE <small>(Island)</small>     | 4.5   | 7.5    |
| 1/2 PAGE <small>(Vertical)</small>   | 3.334 | 10.0   |
| 1/2 PAGE <small>(Horizontal)</small> | 7.0   | 5.0    |
| 1/3 PAGE <small>(Vertical)</small>   | 2.125 | 10.0   |
| 1/3 PAGE <small>(Square)</small>     | 4.5   | 5.0    |
| 1/3 PAGE <small>(Horizontal)</small> | 7.0   | 3.334  |
| 1/4 PAGE <small>(Vertical)</small>   | 3.334 | 5.0    |
| 1/4 PAGE <small>(Horizontal)</small> | 7.0   | 2.5    |
| 1/6 PAGE <small>(Vertical)</small>   | 2.25  | 5.0    |
| 1/6 PAGE <small>(Horizontal)</small> | 5.0   | 2.25   |
| 1/12 PAGE <small>(Square)</small>    | 2.125 | 2.125  |

AGENCY COMMISSION 15%

**SPECIAL POSITIONS:**  
Guaranteed position 25% extra on earned space rate

**COMPUTER SPECIFICATIONS APPLICATIONS:**  
Adobe InDesign CS4, Adobe Photoshop CS4,  
Adobe Illustrator CS4.  
**\*\* WE DO NOT ACCEPT Microsoft Word, Publisher, Excel or PowerPoint files.**

**POSSIBLE FORMATS:**  
EPS, TIFF, JPG (min. 300 dpi), PDF (CMYK, 300 dpi, fonts embedded)

**Please note:** GIF files and other images designed for online use are not high enough resolution for printing. For the best quality for your ads, please supply original photos or high resolution images.

A pdf is considered camera ready and cannot be altered in any way. For best ad quality make sure the pdf is made according to our mechanical requirements.

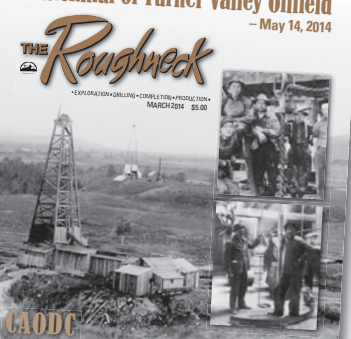
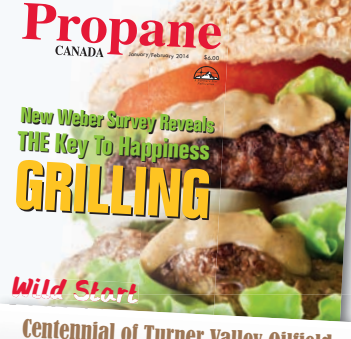
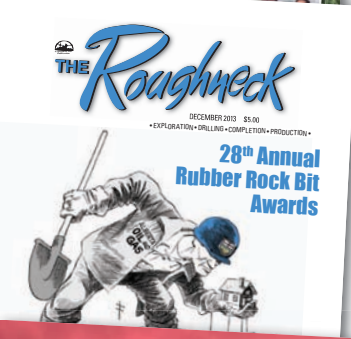
**PRODUCTION CHARGES** (if not supplied camera ready)  
Full Page B/W \$150      Half Page \$75  
Full Page 4 COLOUR \$250      Quarter Page \$65

**GENERAL:** All advertising accepted subject to approval by publisher. Publisher assumes no liability for error in, or failure to include any advertisement beyond the value of the space used. Existing contracts honoured at old rates. No contract to exceed a one year period.

## WEBSITE BANNER AD RATES (all banner ads are full colour, 96 dpi, jpg format and are displayed at random for each refresh of a page)

| CONTRACT  | 1 MONTH | 3 MONTHS | 6 MONTHS | 1 YEAR | SIZE (pixels) |
|---|---------|----------|----------|--------|---------------|
| TOP BANNER <small>top right side of each webpage</small>    | \$350   | \$950    | \$1700   | \$3000 | 380 X 75      |
| SIDE BANNER <small>lower right side of each webpage</small> | \$300   | \$800    | \$1400   | \$2600 | 191 X 300     |

PRODUCTION RATES (if not supplied camera ready or on disk) \$150



# ADDITIONAL SERVICES

## NORTHERN STAR PUBLICATIONS LTD.

Northern Star (NSP) is a privately owned publishing company founded in 1990. NSP publishes four oil and gas periodicals: *The Roughneck*, *Energy Processing Canada*, *Propane Canada* and *The Roughneck Buy & Sell*. Together, our publications have a publishing history of close to 150 years. In 2010 we took our longtime print based *Gas Plant Directory* and went digital. *The Canada Gas Plant Directory* can now be accessed by going to [gasplantdirectory.com](http://gasplantdirectory.com).



## THE CANADA GAS PLANT DIRECTORY

is compiled for use by the North American gas processing industry. This directory strives to provide industry personnel with the most accurate and timely information related to Canada's gas plants.



- Searchable online database
- Over 1200 gas processing plants and compression facilities.
- Searching of 22 Custom Fields
- Key Contacts
- ERCB Reference Data
- Printable Reports with Maps
- GIS Layers available for download



## CUSTOM PRINT SOLUTIONS

Northern Star also prints sales brochures, acts as a broker for its subscriber base, designs all manner of print and advertising material, and assists in the marketing efforts of all companies related to the oil and gas industry. Call and talk to one of our sales reps today about how we can make our custom print division work for you.



## ONLINE ADVERTISING OPTIONS

Have your companies advertisement displayed prominently on our website to help strengthen your online presence and reach your target market.



# START YOUR MARKETING PROGRAM TODAY!

