



canwea

CANADIAN WIND ENERGY ASSOCIATION | ASSOCIATION CANADIENNE DE L'ÉNERGIE ÉOLIENNE

WindSight magazine is the official quarterly publication of the Canadian Wind Energy Association (CanWEA).

As the voice of this dynamic industry, *WindSight* will be distributed to 3,000 readers who are the wind industry's key leaders and decision makers. It will provide in-depth coverage of new communication initiatives, key policy issues, member profiles, updates on supply chain, conferences, events and the latest developments in the wind energy industry. If you want to reach an audience of wind energy prospects, members of the leading association, top executives and key government representatives, then *WindSight* is an attractive, targeted and cost-effective way to market your products and services.

media kit

2010



INDUSTRY FACTS

- Wind energy is among the fastest growing renewable energy source in the world.
- 2009 has been a record year for wind energy development in Canada with new installed capacity from wind energy projects totaling 790 MW.
- Canada finished 2009 with a total of 3,159 MW of installed capacity – with wind developments operating in every province for the first time ever.
- Canada ranks 12th in the world in terms of installed wind energy capacity and percentage of electricity generated from wind.
- Wind currently supplies about 1 per cent of Canada's electricity demand with enough power to meet the needs of almost 1 million homes.
- Global investment in wind energy is projected to total more than \$1 trillion (US) by 2020, bringing global installed capacity to more than 600,000 MW.
- CanWEA believes Canada can and must reach its target of producing 20 per cent or more of the country's electricity from wind by 2025.
- Between now and 2020, it is estimated that \$1 trillion will be invested in new wind energy facilities worldwide and that more than 1.75 million jobs will be created in this rapidly growing industry.



ABOUT CANWEA

CanWEA is the voice of Canada's wind energy industry, actively promoting the responsible and sustainable growth of wind energy on behalf of its more than 450 members. A national non-profit association, CanWEA serves as Canada's leading source of credible information about wind energy and its social, economic and environmental benefits. To join other global leaders in the wind energy industry, CanWEA believes Canada can and must reach its target of producing 20 per cent or more of the country's electricity from wind by 2025. The document *Wind Vision 2025 – Powering Canada's Future* is available at www.canwea.ca.

WHAT WE DO

CanWEA undertakes policy development and advocacy with different levels of government, implements a broad range of communications and outreach activities and provides educational and networking opportunities for all stakeholders. Each year, CanWEA organizes a variety of events including the Wind Matters seminar series and the Annual Conference and Exhibition. In 2010, CanWEA will be hosting its first ever Wind Energy Forum which will include three separate tracks for delegates to learn more about the latest developments and best practices related to the wind industry. For updates on CanWEA's 2010 events, please visit our website at: www.canwea.ca.

UNPARALLELED EXPOSURE!

WindSight will provide in-depth coverage of new communication initiatives, key policy issues, member profiles, updates on supply chain, recap of events and latest developments in the wind energy industry. *WindSight* will help you get your message out to your direct target audience.

BONUS DISTRIBUTION

Additional copies of *WindSight* are distributed at CanWEA events including CanWEA's Annual Conference and Exhibition, the first ever Wind Energy Forum, the Wind Matters Seminar Series, and other large industry events throughout Canada, the US and Europe. Each *WindSight* issue is also posted on CanWEA's website, providing advertisers with extra exposure for several months.



Call your MediaEdge representative today to participate in this exciting publication!

CONSIDER THIS...

- Wind energy is a very clean source of energy. It does not produce air emissions or hazardous waste.
- Wind energy offsets the emissions of other energy sources, thus reducing our contribution to global climate change.
- Wind energy creates alternative revenues for farmers who lease their land.
- Wind energy creates jobs and new employment opportunities.
- Wind energy is a cost-effective and environmentally-wise commodity, and is only becoming more and more recognized. *WindSight* is the source to keep you informed and educated on the latest activities in the industry.
- Wind energy is an important part of a clean, renewable and sustainable energy future.
- In addition to its environmental benefits, wind energy can support economic and social renewal in rural Canadian communities.

WHY ADVERTISE?

Advertising in *WindSight* is an exceptional way to reach more than 3,000 professionals in Canada, the US and Europe from the following areas:

- Wind Project Developers
- Wind Turbine Manufacturers
- Community Leaders
- Engineers
- Consultants
- Municipal, Provincial and Federal Governments
- Local and National Media
- Owners and Operators
- System Operators and Utilities
- And more

ADVERTISING RATES

COLOUR RATES

SIZE	4X RATE	2X RATE
Double Page Spread	\$ 3,199.50	\$ 3,259.50
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1/2 Page	\$ 1,319.50	\$ 1,459.50
1/3 Page	\$ 1,099.50	\$ 1,219.50
1/4 Page	\$ 1,019.50	\$ 1,119.50
1/8 Page	\$ 569.50	\$ 629.50

COVER & PREMIUM POSITIONS

POSITION	4X RATE	2X RATE
Inside Front Cover	\$ 2,289.50	\$ 2,399.50
Inside Back Cover	\$ 2,289.50	\$ 2,399.50
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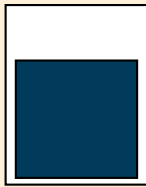
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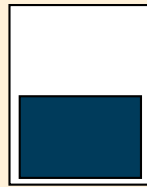
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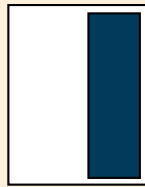
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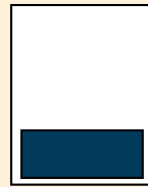
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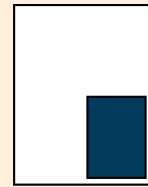
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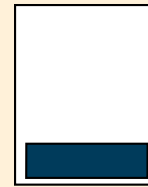
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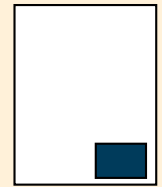
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1/4 Vertical



1/4 Banner



1/8 Horizontal

ADVERTISING SIZES

SIZE	WIDTH	DEPTH
Double Page Spread Bleed	17 2/8"	11 1/8"
Full Page Bleed	8 5/8"	11 1/8"
Full Page	7"	9 1/2"
2/3 Horizontal	7"	6 1/4"
1/2 Horizontal	7"	4 5/8"
1/2 Long Vertical	3 3/8"	9 1/2"
1/3 Horizontal	7"	3"
1/4 Banner	7"	2 1/8"
1/4 Vertical	3 3/8"	4 5/8"
1/8 Horizontal	3 3/8"	2 1/8"

PRODUCTION SPECIFICATIONS

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, QuarkXPress, and Adobe Illustrator files, if all graphics and fonts are also included. 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.

MECHANICAL REQUIREMENTS

SIZE IN INCHES	WIDTH	DEPTH
Type Size	7" x	9 1/2"
Trim Size	8 3/8" x	10 7/8"
Bleed Size	8 5/8" x	11 1/8"
Halftone Screen: 133 lines maximum		

CANWEA 2010 EVENTS

**CanWEA 2010
Annual Conference and Exhibition**
November 1 -3, 2010
Montreal, Quebec

CanWEA Wind Energy Forum
April 2010
Toronto, Ontario

**CanWEA Wind Energy Occupational Health
and Safety Seminar**
February 2010
Quebec City, Quebec

Visit our website for updates on our 2010 events: www.canwea.ca

PUBLISHING DATES

WINTER 2010

Material Deadline:
December 14, 2009
Publish Date:
February 8, 2010

SPRING 2010

Material Deadline:
March 22, 2010
Publish Date:
May 10, 2010

SUMMER 2010

Material Deadline:
June 28, 2010
Publish Date:
August 16, 2010

FALL 2010

Material Deadline:
October 11, 2010
Publish Date:
November 29, 2010

SHOW GUIDE 2010

Material Deadline:
August 30, 2010
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