

# The CTMA VIEW

The official voice of the Canadian Tooling & Machining Association



**The CTMA VIEW**  
Premier Edition Winter 2009  
The official voice of the Canadian Tooling & Machining Association

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\$282,765.9  
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Spring 2009  
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Fall 2009  
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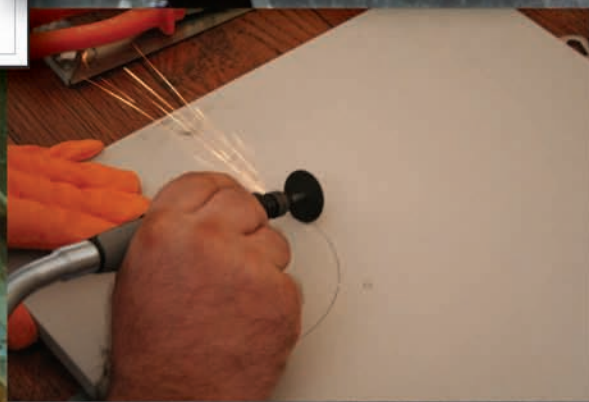
**Trimming The Fat:** Lean Engineering Helps Eliminate the Custom Manufacturing Bottleneck  
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**SPECIAL ISSUE:**  
YOUR GUIDE TO CREATING A  
TOOLING & MACHINING  
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**INSIDE**



**WINNIPEG OFFICE:**  
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**Your Industry  
Is Our Specialty**

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September 2011

To our valued advertisers & association members:

In keeping with our mandate to be an effective organization representing the Canadian tooling and machining industry both nationally and internationally, the Canadian Tooling & Machining Association (CTMA) is proud to announce our continued partnership with Matrix Group Publishing Inc. in the production of our upcoming full colour glossy magazine, CTMA VIEW.

The success of this publication depends, to a great extent, on the support of its advertisers. It is only through this advertising support that we will be able to continue to publish this excellent communications vehicle and I invite you to consider promoting your company by advertising and supporting your association.

Produced three times per year, CTMA VIEW will address the interests, concerns and issues facing our members and our industry, which employs an estimated 23,000 employees, generating up to 3.5 billion dollars in gross annual sales while providing a 60 percent value-added contribution to the Canadian economy. This exciting edition will be released for Winter 2011 / 2012.

The editorial content will reflect our association's long standing objectives by providing the membership and the tooling industry with an analysis of the latest changes in technology, efficiencies and regulations that affect our members; reporting on innovative technological changes in manufacturing; applications of tooling to assist manufacturers to be internationally competitive; showcasing sales of Canadian tooling in both domestic and international markets; updates on programs devoted to apprenticeship training and skills upgrading; and much, much more.

Our next issue features a wide distribution that includes CTMA members and many other Canadian tooling and machining establishments, industry stakeholders in most Canadian provinces, and an array of affiliated and related organizations such as the International Special Tooling & Machining Association (ISTMA). Distribution of this magazine also includes numerous government agencies.

I look forward to working with you to help make this magazine an exciting and successful publication. If you would like to learn more about the CTMA, please visit us on the web at [www.ctma.com](http://www.ctma.com)

Thank you for your kind support,



Emerson Suphal  
President  
Canadian Tooling & Machining Association



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## 2011 Distribution

CTMA members and all Canadian tooling and machine establishments

An array of affiliated and related organizations such as:

- The Canadian Association of Mold Makers (CAMM)
- The Canadian Plastics Industry Association (CPIA)
- The Canadian Manufacturers & Exporters (CME)
- The Canadian Manufacturing Coalition (CMC)
- The International Special Tooling & Machining Association (ISTMA)
- The Canadian Pattern-Modelmakers Association (CPMA)
- The Society of Manufacturing Engineers (SME)

Numerous government agencies including Industry Canada

Canadian Solutions for Advanced Manufacturing

Industrial Research Assistance Programs (IRAP)

WSIB Safety Group Programs

The Department of Foreign Affairs & International Trade

The major industry stakeholders in the aviation, medical device and the oil and gas sectors

Canadian Embassies & Trade Commissions Around the World



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## 2011 RATES (Black and White Only)

Ad Size	1xRate	2x Rate	3x Rate
DPS	\$2579.50	\$2549.50	\$2479.50
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2/3 Page	\$1349.50	\$1319.50	\$1269.50
1/2 Page (Island)	\$1009.50	\$979.50	\$929.50
1/2 Page	\$959.50	\$929.50	\$899.50
1/3 Page	\$759.50	\$739.50	\$709.50
1/4 Page	\$649.50	\$629.50	\$599.50
1/6 Page	\$529.50	\$499.50	\$479.50
1/8 Page	\$389.50	\$359.50	\$339.50

## 2011 COVER POSITIONS (Includes Colour)

Outside Back	\$3449.50	\$3379.50
Inside Front	\$3019.50	\$2939.50
Inside Back	\$3019.50	\$2939.50

Cover space available on a first come first serve basis and must be secured in writing, and thereafter is non-cancelable.

## COLOUR RATES

One Process Colour*	\$550.50
Spot or Match Colour**	\$650.50
Four Process Colour	\$850.50
Special or Metallic Colour	\$1150.50

\*Process colours—yellow, cyan or magenta plus black

\*\*Publisher cannot guarantee exact match

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Proofs—Fax/Email \$50.00

Proofs—CD Rom \$60.00

Advertising Agencies—add 15%, all rates are net

Terms of payment due upon receipt of invoice. Add 2% per month interest on accounts over 30 days.

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1/2 Page Vertical  
4 5/8 by 7



1/3 Page Square  
4 5/8 by 4 5/8



1/3 Page Horizontal  
7 by 3



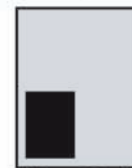
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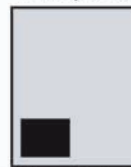
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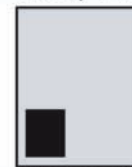
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1/8 Page Vertical  
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Live Space 7 by 9 1/2

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\*All measurements are in inches

## PRODUCTION REQUIREMENTS

The preferred method for receiving completed digital ad artwork is as a high quality (300dpi minimum), press ready PDF file. Ensuring that all fonts have been embedded and all colour has been converted to CMYK. Other acceptable file formats for digital files include high quality EPS, TIF and JPG. All file formats should be compatible with the following software whenever possible: Adobe CS (InDesign, Illustrator, Photoshop and Acrobat) as well as Quark 6.5.

Digital files e-mailed to: [sales@matrixgroupinc.net](mailto:sales@matrixgroupinc.net)

Questions? Please contact the Matrix Group Publishing Inc. at:  
Toll Free Phone: 866-999-1299

Toll Free Fax: 866-244-2544



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