

# CONSTAS

THE QUEBEC ROAD BUILDERS AND HEAVY CONSTRUCTION ASSOCIATION'S MAGAZINE



## ADVERTISING INVITATION

FALL 2021 / ISSUE 57

# SMART CITIES

THE ROLE OF CONSTRUCTION

### MAJOR INTERVIEW WITH VALÉRIE PLANTE, MAYOR OF MONTREAL

#### DOSSIER: SMART CITIES, CONSTRUCTION'S ROLE

- What is a smart city?
- Examples of smart cities around the world
- A look at the subject with the Union des municipalités du Québec (UMQ)
- The city of Laval in association with MIT
- Smart Quebec: ecodistrict, water and transportation
- Cities of the future: perspectives

+

- Hydro-Québec** / Dismantling of the 120 kV Beauharnois-Aqueduct line
- MTQ** / Portrait of the Autoroute Claude Béchard - A85
- Montreal** / A new Jean Drapeau Park for 2030
- Dam** / The STORFINNFORSEN, an arch dam like Manic 5
- Road** / What the road of the future will be
- Manpower** / Foreign workers
- Innovation** / Exoskeletons

**Note.** Content in French only. All content announced here is for information only and is subject to change and adjustments without notice.

FALL 2021  
ISSUE 57

ADVERTISING  
RESERVATION BY

**SEPTEMBER 16,  
2021**

MATERIAL TO BE  
SUBMITTED BEFORE  
**SEPTEMBER 23, 2021**

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ACRGQTQ


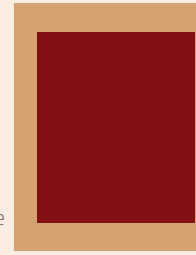
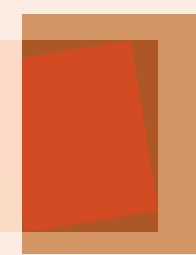
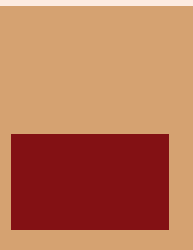
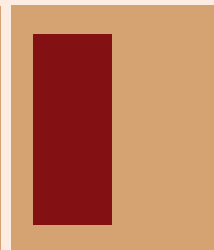
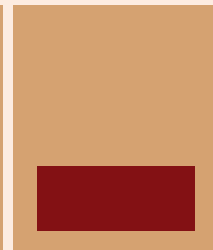
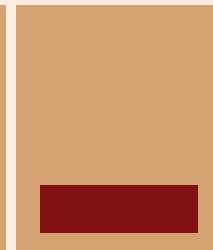
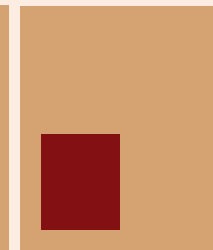
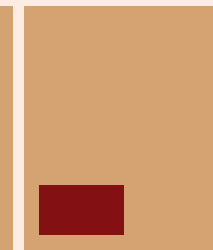


Formats, specifications and rates

# FORMAT AND RATE CARD

## CONSTAS MAGAZINE PAPER EDITION / 2021

Magazine format: 9 in x 10.875 in (54p x 65p3) / Printing four-colour exclusively, Italian binding.

 <p><b>Full page MP Bleed</b> Cover and inside L: 9 po (54p) H: 10,875 po (65p3) + 0,125 in (0p9) bleed on all sides (with no reference marks), with cut marks.</p>	 <p><b>Full page M Full mirror</b> Inside L: 6,75 po (40,5p) H: 8,625 po (51,9p) No bleed or cut marks</p>	 <p><b>Insert Bagged flyers (Variable Q.)</b> Specifications to be determined <b>See your media consultant</b></p>			
 <p><b>1/2 page horizontal</b> L: 6,75 po (40,5p) H: 4,1 po (25p) No bleed or cut marks</p>	 <p><b>1/2 page vertical</b> L: 3,275 po (19p7) H: 8,625 po (51,9p) No bleed or cut marks</p>	 <p><b>1/3 page horizontal</b> L: 6,75 po (40,5p) H: 2,77 po (16,7p) No bleed or cut marks</p>	 <p><b>1/4 page horizontal</b> L: 6,75 po (40,5p) H: 2 po (12p) No bleed or cut marks</p>	 <p><b>1/4 page vertical</b> L: 3,275 po (19p7) H: 4,1 po (25p) No bleed or cut marks</p>	 <p><b>1/8 page vertical</b> L: 3,275 po (19p7) H: 2 po (12p) No bleed or cut marks</p>

RATES IN CAN \$\* / REGULAR (MEMBER)

VOLUME DISCOUNT

FORMAT	X1	X2	X3	X4	GUARANTEED POSITION **
2 <sup>nd</sup> cover	3137 (2767)	3018 (2656)	3035 (2537)	2799 (2482)	-
3 <sup>rd</sup> cover	3028 (2656)	2919 (2548)	2799 (2428)	2693 (2318)	-
4 <sup>th</sup> cover	3477 (2996)	3368 (2726)	3226 (2767)	3117 (2701)	-
Full page MP Bleed	2613 (2405)	2514 (2219)	2340 (2045)	2231 (1990)	+ 15%
Insert	2559 (2221)	Provide for constraints in format and possible additional fees (see your media consultant)			
1/2 page	1597 (1388)	1487 (1292)	1355 (1182)	1302 (1148)	+ 20%
1/3 page	1061 (930)	995 (865)	940 (810)	897 (777)	+ 25%
1/4 page	897 (787)	886 (766)	831 (732)	811 (712)	+ 30%
1/8 page	548 (482)	537 (459)	504 (439)	493 (427)	-

\* Subject to GST/QST | \*\* POSITION GUARANTEE DEPENDS ON AVAILABILITY CERTAIN CONDITIONS APPLY



## WEB ADVERTISING

3 choices are available

- Punctual visibility on all the pages of magazineconstas.com
- Permanent visibility on the page of your chosen article
- Job offers: punctual visibility

## MAGAZINECONSTAS.COM WEB SITE / 2021

RATES IN CAN\$ / Subject to GST/QST

FORMAT	BASIC	VOLUME DISCOUNT			STATUT
		X 2	X 3	X 4	
Header banner (729 px x 90 px) or Right column (300 px x 250 px)	3 MONTHS <b>1300</b>	6 MONTHS <b>1200</b>	9 MONTHS <b>1100</b>	12 MONTHS <b>1000</b>	Punctual visibility <b>Front page and on every site page</b>
In an article of your choice (300 px x 250 px)	1 insert <b>300</b>	2 inserts <b>250</b>	3 inserts <b>200</b>	4 inserts et more <b>150</b>	Permanent visibility <b>Insertion fee</b>
<b>Job Offers</b>	<b>See your media consultant</b>				Punctual visibility <b>Job offers section</b>

## MATERIAL AND TRANSMISSION / IMPORTANT

- PAPER.** Final document high resolution Adobe PDF or vectorized Adobe Illustrator, with no bleed or cut marks, except for full page (with bleed, without reference marks). Internal or separate images (as applicable) in CMYK in TIFF, EPS or PSD high resolution formats (300 dpi).
- WEB SITE.** 72 dpi JPEG file (depending on format) and hyperlink.
- All must be clearly identified and transmitted promptly to [constas\\_prod@magazineconstas.com](mailto:constas_prod@magazineconstas.com). Transmissions larger than 8 Mb must be transmitted by an online storage sharing service such as **Dropbox** ([www.dropbox.com](http://www.dropbox.com)).
- Please identify a technical or graphic design contact who can quickly adjust or correct electronic documents as required.

## SALES

### ET MEDIA ADVICE / QRBHCA

The QRBHCA puts at your service a media consultant for any questions, information, reservations, planning and follow-up. Contact this person, she is your key contact !

**Jocelyne Bilodeau** | Media Consultant

Constas Magazine — QRBHCA

T : **418 529.2949**, or **1 800 463.4672** / ext. **244**

C : **jbilodeau@magazineconstas.com**

#### Administrative notes on sales

- Any reservation for advertising is to be made by written agreement binding the parties. Billing that follows will only be transmitted electronically and is payable upon publication.
- Any cancellation after the date for delivery of materials (see above at the Publishing Calendar) automatically imposes a penalty of 25% on the client, due to the technical impact on production.
- The advertiser (or its agency) is solely responsible for the content of its advertisement.
- Constas Magazine will not be held responsible for typographical errors in advertising text.
- The publisher reserves the right to reject any advertisement it considers unacceptable.

### CONSTAS MAGAZINE™

#### PUBLISHER

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Constas magazine is now an FSC certified product. FSC is a global non-profit organization that sets standards for environmentally and socially responsible forest management.



The sole representative dedicated to Quebec's heavy construction and road works, the QRBHCA has for almost ten years provided its industry and members with a prestigious publication, the CONSTAS magazine.

Published four times a year, the CONSTAS' mission is to illustrate the Quebec's expertise and skills heavy construction and road building stakeholders, while serving as a conduit for information and an engine of reflection on the construction industry, such as on its major economic and social issues.

CONSTAS is the showcase and discussion forum for those who currently participate and will be the future of the construction industry in Quebec, in its field of civil engineering and road works, at the heart of both modest and gigantic infrastructure projects. We put our best on every page and firmly believe in its activities and place of choice, as a business media, in the world of Quebec's roads and major works.

*Gisèle Bourque*



Me Gisèle Bourque, Publisher, Editor-in-Chief and CEO of the QRBHCA

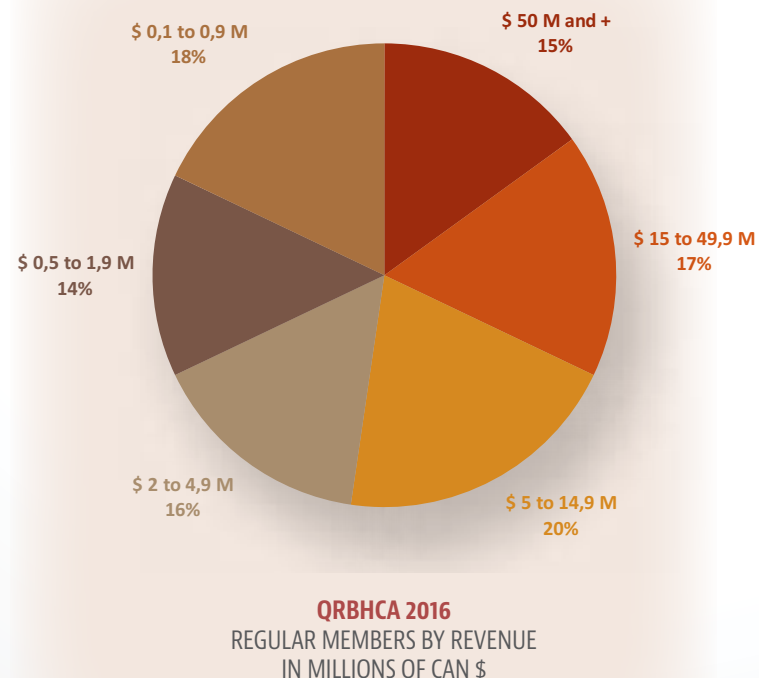


Authority, credibility and prestige

## THE QRBHCA AND ITS MEMBERS / OVERVIEW

THE QRBHCA is...

- The Quebec government's representative to negotiate, implement and follow the collective agreement for the civil engineering and road works sector of the construction industry
- 600 members, including 80% of the contractors and suppliers operating in road and urban infrastructure construction (roads, highways, municipal networks) and in major civil engineering works (electrical and hydroelectric infrastructure, communications infrastructure, infrastructure for transport other than road, pipelines, etc.)
- 7 out of the 10 largest construction employers in Quebec, all sectors combined, are QRBHCA members.
- 57 % of member companies also work in the industrial, institutional-commercial or residential sectors



Industrial positioning and value

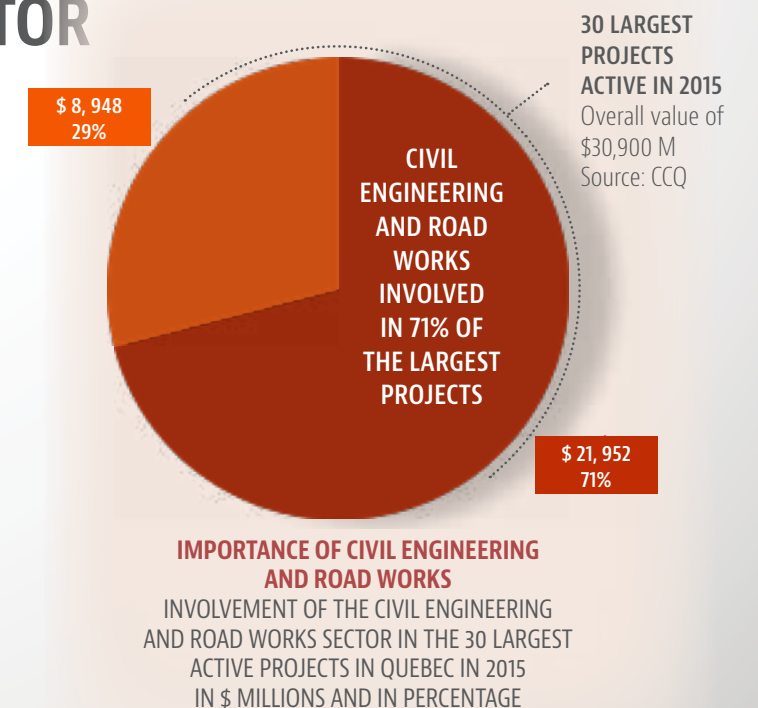
## THE CIVIL ENGINEERING AND ROAD WORKS SECTOR IN QUEBEC / HIGHLIGHTS

The civil engineering and road works sector is...

- Close to \$ 12 billion average annual investments\*
- 2,670 active employers
- 38,000 employees
- 13 of the 20 largest employers of Quebec's construction industry
- \$ 88.4 billion infrastructure investments in planned between 2015 and 2025 (Quebec infrastructure plan)
- 54% of their income is what construction contractors spend on average for goods and services, excluding wages\*\*

\* Based on the Study on the Quebec Construction Business Ecosystem, Deloitte Inc. and Conseil Patronat du Québec — Source: Statistics Canada, CANSIM 031-0005, 281-0024, Deloitte Analysis/CPC

\*\* Based on the structure of expenses for engineering work related to transport in 2009 — Source: Le marché des travaux de génie civil et de voirie au Québec, ADEC and Institut de la Statistique du Québec.



Editorial, circulation, distribution and readership content

# THE CONSTAS MAGAZINE

## ITS CONTENT AND READERS / PANORAMA

The Constas magazine is...

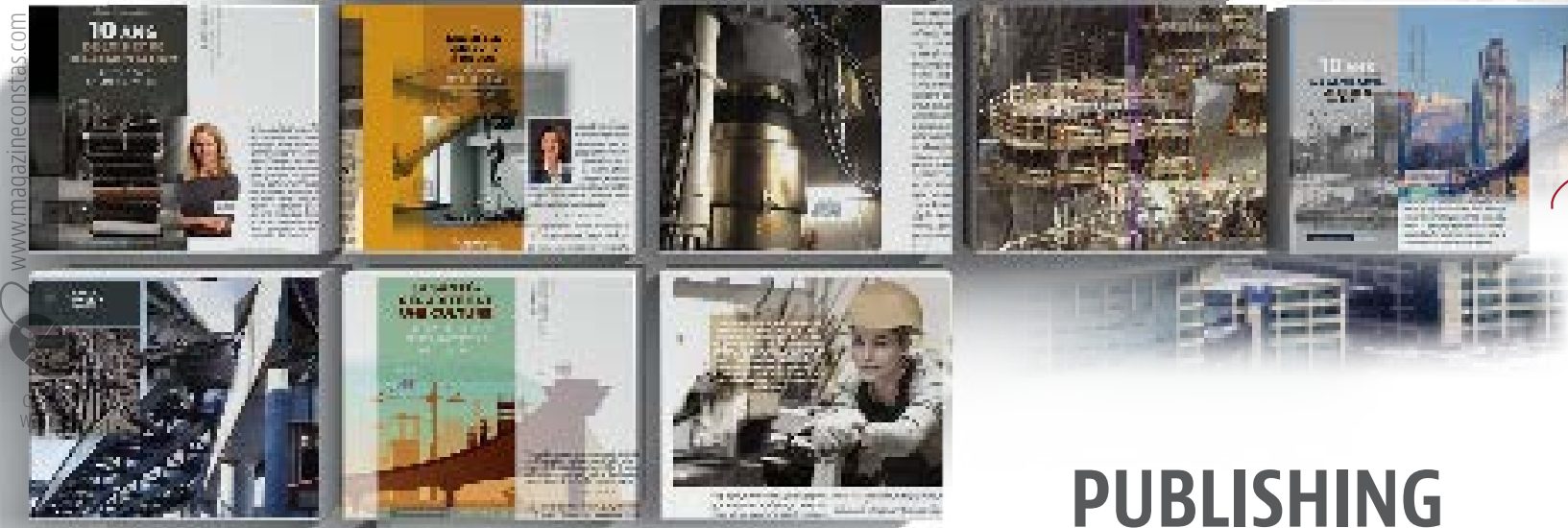
- An independent and authorized publisher, with no commercial mission and signatory of a formal and public ethics code .
- **7600** copies in front of the key decision-makers of the industry in Quebec, precisely targeted and aimed to reach the full audience of the civil engineering and road works sector, like no other medium can.
- **27 300** readers\* in Quebec among government and private order givers — ministers, deputy ministers, mayors, presidents and concerned directors— contractors, suppliers of goods and technical and professional services in the field of public works, as well as the large employers associations and unions.
- A high quality print, the preferred media for senior executives for all content, articles or advertisements — associated with a dynamic, well search engine optimized website and a digital version. \*\*
- A specialized environment that gives a higher yield for advertising in all key readership measurements, including confidence in the advertiser, respect and understanding\*\*\*.
- Editorial and advertising content that is present throughout the quarter and retained for future consultation.

### DIRECT DISTRIBUTION BY CANADA POST

- 3 503** Urban and regional municipalities
- 2 369** QRBHCA members, non-member contractors, consulting engineering firms and others
- 745** Governments, MPs and MNAs, public and parapublic bodies, ministries, industry associations
- 445** University networks, engineering faculties and others
- 260** QRBHCA and specific promotions
- 280** Selected journalists, advertising agencies

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**MAJOR INTERVIEWS**  
**MAIN TOPICS**  
**MAJOR ISSUES**  
**MAJOR PROJECTS**

The Constas Magazine covers one major project per issue, which generally occupies slightly more than 40% of its editorial content. Each issue therefore contains a broad proportion of interviews, articles and columns additional to the main topic, touching on general and specific matters, always worthy of interest, the content of which is announced in detail in each advertising invitation, 10 weeks before publication.

The QRBHCA Congress issue is an exception to this rule in that it covers the Congress on every page. Details are announced in the same manner, 10 weeks before publication.

## PUBLISHING CALENDAR

### AND UPCOMING PROJECT TOPICS / KEY DATES

### WARNING

Although the Constas publishing team is making great efforts to keep to the publication schedule as announced, it is important to note that **all dates mentioned here remain to be confirmed or are subject to adjustments** due to the vagaries of the health situation and the details of possible public health measures.

ISSUE	MAIN TOPIC	ADVERTISING INVITATION	RESERVATION PERIOD (+ or - 1 month)	DELIVERY OF
Winter 2021 February 22, 2021	TURCOT, END OF WORK	4th week of November 2020	From the advertising invitation to December 11, 2020	Between the reservation date and December 18, 2020
Spring 2021 ACRGTO Conference Special / May 21, 2021	INNOVATION AT THE HEART OF THE NEW ERA	1st week of March 2021	From the advertising invitation to March 31, 2021	Between the reservation date and April 7, 2021
Summer 2021 August 2, 2021	HYDRO-QUÉBEC / TECHNOLOGIES AND DEVELOPMENTS	1st week of June 2021	From the advertising invitation to June 30, 2021	Between the reservation date and July 9, 2021
Fall 2021 October 21, 2021	SMART CITIES, THE ROLE OF CONSTRUCTION	3rd week of August 2021	From the advertising invitation to September 16, 2021	Between the reservation date and September 23, 2021

CONTACT YOUR MEDIA CONSULTANT / SEE NEXT PAGE →

QUEBEC'S EXCLUSIVE MEDIA IN THIS SPECIALTY. THE BEST TARGETED. DISTRIBUTED THROUGHOUT THE INDUSTRY AND TO MAJOR CLIENTS. CLOSE TO 27,000 READERS. PUBLISHED BY THE QUEBEC ROAD BUILDERS AND HEAVY CONSTRUCTION ASSOCIATION (QRBHCA)

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**SINCE 2019**  
Advertisements reserved in the printed magazine are now inserted free of charge in the corresponding articles of the Web version. Web ads, by the way, are now open to any customer.



THE CONSTAS  
MAGAZINE



INFORMATION  
HIGHWAY  
FOR QUEBEC'S  
CIVIL ENGINEERING  
AND ROAD WORKS



# CONSTAS

THE QUEBEC ROAD BUILDERS AND HEAVY CONSTRUCTION ASSOCIATION'S MAGAZINE