

Aboriginal

BUSINESS REPORT

Canadian Council for
ABORIGINAL
BUSINESS



2021 Media Planner

About CCAB

CCAB is a national member-based organization. Membership includes Indigenous businesses, community-owned economic development corporations, and companies operating in Canada. They are governed by a voluntary Board of Directors that are representative of the membership as patrons, Indigenous business members, and senior industry leaders. The staff is a team of dynamic professionals dedicated to economic reconciliation and growing the Indigenous economy for the benefit of all Canadians.

CCAB is a non-partisan/non-profit organization with a mission to promote, strengthen and enhance a prosperous Indigenous economy through the fostering of business relationships, opportunities, and awareness. CCAB is supported through corporate funding, event sponsorship, and membership dues, with some support from government for research and program development.

CCAB prides itself on organizing unforgettable events and beneficial programs including Progressive Aboriginal Relations, Tools & Financing for Aboriginal Businesses, Aboriginal Procurement Marketplace and more.

Helping to rebuild the economy in 2021 continues to be CCAB's focus as the country navigates through this economic crisis.

Consider This:

- There are over 50,000 Indigenous businesses across Canada in every size, region and industry sector including construction, accommodation and food services, healthcare and social assistance, retail trade, oil & gas, forestry, finance, etc. Indigenous people are creating new businesses at nine times the rate of the average Canadian.
- Recent studies show that custom publishing surpasses print, television and radio advertising, as well as dominating Internet marketing and telemarketing, in building long-term relationships, promoting loyalty, and retaining existing members.
- Magazines engage viewers in a manner that is strategically unlike any other form of advertising media. On average, a reader will revisit a magazine at least three times and will likely put it on display, allowing the marketing message to grab – and hold – the reader's attention.
- In our fast-paced, media-saturated world, magazine advertising is a reliable way to provide consumers with a satisfactory, leisurely, and intimate experience. With 73% of magazine readers saving ads for future reference, it is clear that we provide an active, tactile medium, where the reader is receptive and in full control.

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*** Double your exposure and extend your reach, CCAB also promotes a digital copy of the magazine through their multiple social media networks.**



The Magazine

Aboriginal Business Report is the official publication and voice of CCAB, its members, and Indigenous business. and the Aboriginal business community across Canada. *The Aboriginal Business Report* is the most reliable source of information and insights focusing on the main priorities of the organization, while also promoting business opportunities and sustainable relationships throughout the country.

Collaborating with MediaEdge writers and sales team, CCAB members offer interviews, contribute information, and supply reliable advertisements in each edition. Magazine articles and stories are based on current, diverse issues and events that inspire, inform, and empower. Each edition can provide strategies to leverage new and existing business relationships, procurement opportunities, networking, and ideas to increase business possibilities.

The *Aboriginal Business Report* magazine contains information on events and programs that help find solutions on how businesses can move forward, explore new possibilities, and help strengthen the Indigenous economy and Canadian marketplace. It is an excellent means of communication, providing an innovative forum for businesses, entrepreneurs and corporations to interconnect.

CCAB's *Aboriginal Business Report* is uniquely poised to deliver your message to business leaders, government members, organization leads and communities across the country and beyond. The magazine is printed in full-colour and gloss, sized 8.375" x 10.875", and is published three times a year.

Stretching your advertising dollars, CCAB also promotes a digital copy of the magazine through their multiple social media networks.

Why Advertise?

UNPARALLELED EXPOSURE!

Distributed to 4,500+ professionals and organizations, including Canada's Fortune 500 companies, *Aboriginal Business Report* ensures your business' message is front and centre. The magazine provides informative editorial content and unparalleled exposure to a widespread scope of participants across the country. The magazine is also distributed to CCAB members, participants of CCAB's events (both in person and virtual), to high traffic areas including train stations, airports, universities, Indigenous student centres, libraries, and friendship centres and Band offices across Canada.

YOUR TARGET AUDIENCE!

Advertising in the *Aboriginal Business Report* (both print and digital versions) offers you the exceptional opportunity to reach a target audience of key industry personnel, decision makers, and leaders of Indigenous and non-Indigenous businesses and companies in Canada and beyond. Member categories include:

- Corporate & Affiliate Members
- Forestry
- Mining
- Natural Resources
- Solar
- Energy
- Wind
- Oil & Gas
- All Band Offices Across Canada
- Government Officials & Indigenous Services
- Employment Agencies
- Retail
- Food & Beverage
- Tourism
- Information Technology and so much more.



All members are included in the new Indigenous Business Directory & CCAB member listing.

Tabatha Bull, President and CEO, CCAB

Premium Positions

COVER AND PREMIUM POSITIONS (INCLUDES FOUR COLOUR)

SIZE	WIDTH	DEPTH	3X RATE	1X RATE
Inside Back Cover*	8.375"	10.875"	\$3,603.50	\$3,809.50
Inside Front Cover*	8.375"	10.875"	\$3,603.50	\$3,809.50
Outside Back Cover*	8.375"	10.875"	\$3,809.50	\$4,015.50

* **MUST** have .125" of bleed



Digital Edition

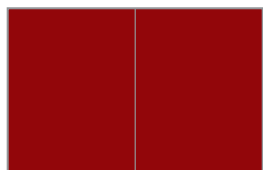
READ ONLINE

Click on the magazine
to view the latest editions of the
ABORIGINAL BUSINESS REPORT.

As an added bonus, your advertisement for the print edition will be included, at no additional cost, in the digital edition of the magazine. Stretching your advertising dollars, CCAB also promotes the digital copy through their multiple social media networks.



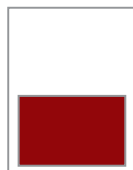
Advertising Rates



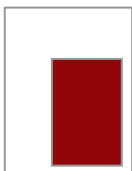
Double Page Spread (DPS)



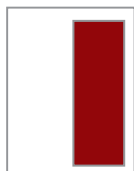
Full Page



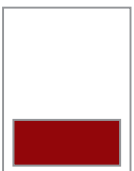
1/2 Horizontal



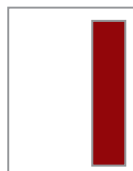
1/2 Vertical



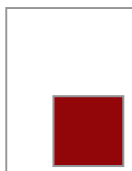
1/2 Long Vertical



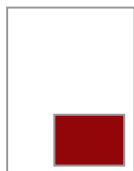
1/3 Horizontal



1/3 Vertical



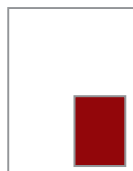
1/3 Square



1/4 Horizontal



1/4 Banner



1/4 Vertical



Please Note: AD Rates are Price Per Issue
Guaranteed Position: Add 15%
Black & White Rates: 25% discount
CCAB Members: 10% discount

SIZE	WIDTH	DEPTH	3X RATE	1X RATE
DPS trim*	16.75"	10.875"	\$4,118.50	\$4,324.50
Full Page trim*	8.375"	10.875"	\$2,789.50	\$2,939.50
1/2 Horizontal	7"	4.583"	\$1,859.50	\$1,959.50
1/2 Vertical	4.583"	7"	\$1,859.50	\$1,959.50
1/2 Long Vertical	3.333"	9.5"	\$1,859.50	\$1,959.50
1/3 Horizontal	7"	3"	\$1,499.50	\$1,599.50
1/3 Vertical	2.1667"	9.5"	\$1,499.50	\$1,599.50
1/3 Square	4.583"	4.583"	\$1,499.50	\$1,599.50
1/4 Horizontal	4.583"	3.333"	\$1,239.50	\$1,299.50
1/4 Banner	7"	2.1667"	\$1,239.50	\$1,299.50
1/4 Vertical	3.333"	4.583"	\$1,239.50	\$1,299.50

* MUST have .125" of bleed

MECHANICAL REQUIREMENTS

SIZE IN INCHES	WIDTH	DEPTH
LIVE AREA:	7"	9.5"
TRIM SIZE:	8.375"	10.875"
BLEED SIZE:	8.625"	11.125"

INSERTS & BELLY BANDS:

Available upon request

ADVERTISING AGENCIES:

Please add 15%

AD PROOF CHARGE: \$25.00

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, 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.

Direct mail opportunities

REACH THE DECISION MAKERS!

Advertise your products and services brochure or postcard by having it polybagged and mailed with the *Aboriginal Business Report* to ensure exposure of your company to key industry players and decision makers.

YOUR TARGET AUDIENCE!

Distributed to over 4,500 professionals and organizations, CCAB's magazine delivers unparalleled exposure to a widespread scope of participants across the country and beyond. Your target audience includes key industry leaders, government officials, decision makers of Indigenous and non-Indigenous businesses, and organizations across Canada.



PUBLISHING DATES

ISSUE	MATERIAL DUE	PUBLISH
QUARTER 1, 2021	February 2021	April 2021
QUARTER 2, 2021	April 2021	June 2021
QUARTER 3, 2021	July 2021	September 2021

CCAB delivers three annual editions of the *Aboriginal Business Report*, which covers various business topics relevant to the Indigenous economy in Canada. The magazine presents an excellent means of communication, providing not only a forum for businesses, entrepreneurs, and corporations to interconnect, but also to deliver the latest news, profiles, feature articles, research and success stories. Every issue focuses on a critical area of development. The magazine is available in both print and digital versions.

The magazine is available online and print copies are distributed to attendees of all CCAB's major events, members of government, Indigenous student centres, post-secondary institutions, Indigenous communities and organizations, corporations, CCAB members, etc.

Bonus - CCAB members receive a 10% discount on advertising!



For additional information contact

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