

**BIOt Canada** is distributed to 36,000 CASL-compliant recipients across several markets and disciplines, including: information & communications technology professionals; energy and facility managers; and electrical contractors and designers.

**BIOt Canada** focuses on the following Key Pillars of buildings infrastructure that, when connected via the Internet of Things, transform dumb buildings into smart ones.

- 1** Connectivity
- 2** Lighting & Loads
- 3** Environment & Controls
- 4** Cybersecurity

## 2019 eBOOK CALENDAR

ISSUE	DEADLINES
<b>FEBRUARY</b>	February 5, 2019
<b>APRIL</b>	April 2, 2019
<b>JUNE</b>	June 4, 2019
<b>OCTOBER</b>	October 8, 2019



## ADVERTIZING RATES AND SPECS

### Website

AD SIZE/SPECS	PIXELS	RATE
Leaderboard	728 x 90	\$600
Mobile	300 x 50	included
Big Box	300 x 250	\$600
Banner	468 x 60	\$1,200 (12 months)

### eBook

AD SIZE	DIMENSIONS	1x	4x
Full page	11.2" x 7" W x H	\$3,400	\$3,000
1/2 page vertical	5.6" x 7" W x H	\$2,500	\$1,800

**CUSTOM:** Ask us about: hosting white papers and case studies, videos, site takeovers, etc.

### eProducts

PRODUCT	AD SIZE/SPECS	PIXELS	RATE
<b>Newsletter (2x monthly)</b>	Leaderboard	728 x 90	\$800
	Mobile	300 x 50	included
	Big Box	300 x 250	\$800
	Sponsored Spotlight (75 words, link, image)	300 x 250	\$1,000 (1x deployment)
<b>Custom eBlast</b>	<i>Enquire</i>	<i>National</i>	\$5,400
		<i>Regional</i>	\$350 (CPM)
<b>Marketplace Sales Leads</b>	Copy, link, image Copy: 75 words	300 x 300	\$600 each Minimum of 3

\* All rates shown are NET

**GOING BEYOND!**  
Capitalizing on the Annex Media reader network