The engineer: a decision-maker!
More than 60,000 members in Quebec
8 benefits of investing in the media of the *Ordre des ingénieurs du Québec*

1. Enjoy excellent visibility with all of Quebec’s engineers.
   All engineering professionals (excluding forest engineers) are members of the Ordre des ingénieurs du Québec.

2. Reach your target clientele.
   More than 60,000 engineers are members of the Ordre. They are highly educated professionals, most of them working for big businesses and a salary of $105,900.

3. Have a large impact on the engineering industry.
   The tools at the disposal of the Ordre des ingénieurs du Québec allow you to reach engineers in all key sectors, as well as student members of the student section of the Ordre.

4. Increase your reputation and your credibility with a very specific audience.

5. Build a strong brand image and promote your company.
   The Ordre produces high quality publications aimed at informing engineers of the stakes of profession that increase a company’s visibility.

   L’Ordre des ingénieurs has existed for over 90 years and has been publishing its magazine *PLAN* for more than 50 years.

7. Stand out with decision-makers and purchasers.
   An engineer is not only a designer and a creator, but is also a manager involved in a company’s purchasing decisions.

8. Appear in the largest gathering of engineers in Quebec.
   The annual Colloque of the Ordre is a large-scale event during which engineers can participate in training workshops, attend lunch-time lectures hosted by well-known speakers, visit the exhibition and meet service providers and suppliers alike, not to mention employers. It also offers them the possibility to network with their peers.

The Ordre’s media: must-haves.
THE ENGINEER: A DECISION-MAKER!

Engineers not only act as designers and implementers, they act as managers who take part in making purchase decisions for their company.

Founded in 1920, the Ordre des ingénieurs du Québec now boasts a membership of over 60,000 engineering professionals across all disciplines, with the exception of forest engineers. The term engineer refers to any accredited (permit-holding) member of the Ordre who is allowed to provide professional services in accordance with the title. The OIQ role is to regulate the engineering practices in order to ensure the quality of the services rendered by its members, and to protect the public’s interests.

60,000 members

MEMBERS PROFILE

Man: 87%
Woman: 13%
Total members: 60,247
Average age: 44 years
Salary (average): $105,900
Bachelor’s degree (4 years): 100%
Master or doctorate: 25.6%

Typical profile of the Québec engineer

44 year-old francophone man, urban and superior education, works in a big corporation earning an average income of $105,900.

GEOGRAPHICAL DISTRIBUTION

<table>
<thead>
<tr>
<th>Region</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Montréal</td>
<td>29.9</td>
</tr>
<tr>
<td>Rive-Sud</td>
<td>16.9</td>
</tr>
<tr>
<td>Québec-Chaudière-Appalaches</td>
<td>13.6</td>
</tr>
<tr>
<td>Laval-Laurentides</td>
<td>11.6</td>
</tr>
<tr>
<td>À l’extérieur du Québec</td>
<td>5.3</td>
</tr>
<tr>
<td>Cantons-de-l’Est</td>
<td>5.0</td>
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<tr>
<td>Lanaudière</td>
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<tr>
<td>Saguenay-Lac-Saint-Jean</td>
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<td>Outaouais</td>
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<tr>
<td>Drummond</td>
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<td>Abitibi-Témiscamingue</td>
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<tr>
<td>Bas-Saint-Laurent-Gaspésie</td>
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<td>Richelieu</td>
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<td>Mingan</td>
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<tr>
<td>Manicouagan</td>
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ENGINEERS BY SECTOR

<table>
<thead>
<tr>
<th>Sector</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Civil</td>
<td>16.3</td>
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<tr>
<td>Electrical</td>
<td>13.6</td>
</tr>
<tr>
<td>Mechanical</td>
<td>9.9</td>
</tr>
<tr>
<td>Industrial/Manufacturing</td>
<td>6.5</td>
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<tr>
<td>Computer science</td>
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</tr>
<tr>
<td>Aeronautics/Aerospace</td>
<td>5.5</td>
</tr>
<tr>
<td>Environmental</td>
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<tr>
<td>Chemistry</td>
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<td>Metals</td>
<td>2.1</td>
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<tr>
<td>Mining</td>
<td>2.1</td>
</tr>
<tr>
<td>Pulp &amp; Paper</td>
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<tr>
<td>Biomedical</td>
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<tr>
<td>Agriculture</td>
<td>0.9</td>
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<tr>
<td>Physics</td>
<td>0.6</td>
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<tr>
<td>Geological</td>
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<tr>
<td>Other sectors</td>
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</tbody>
</table>
ADVERTISE IN PLAN MAGAZINE

The only means of reaching the 60,000 members of the Ordre des ingénieurs du Québec.

PLAN keeps you informed on industry issues and major developments that influence the profession: from a social, economic, technological, environmental and regulatory standpoint. PLAN is published in French.

CIRCULATION

64,897 copies

2014 Editorial calendar and Issuance

<table>
<thead>
<tr>
<th>Issue</th>
<th>Editorial theme</th>
<th>Booking</th>
<th>Material</th>
<th>Release</th>
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</thead>
<tbody>
<tr>
<td>August-September 2014</td>
<td>Digital technology</td>
<td>August 8, 2014</td>
<td>August 19, 2014</td>
<td>September 12, 2014</td>
</tr>
</tbody>
</table>

Subjects can vary without notice. The OIQ cannot guarantee the exact date members will receive PLAN magazine.
The Ordre des ingénieurs du Québec magazine

Rates and sizes

<table>
<thead>
<tr>
<th>Colour</th>
<th>Size (inches)</th>
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<tr>
<td></td>
<td>1 issue</td>
<td>3 issues</td>
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<td>Back cover</td>
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<td>Inside cover (front and back)</td>
<td>$5,700</td>
<td>$5,250</td>
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</table>

ENGINEER RESOURCES
For a regular visibility at low cost.

This section of the magazine is dedicated to advertisers, giving you the opportunity to present your products and services to all engineers.
The Ordre des ingénieurs du Québec and its foundation present over $60,000 in awards and scholarships to engineering students in the professional realm and its values. Over time, this segment helps publicize and promote both the commitment to reflect the values of the profession. At the same time, the efforts to achieve excellence of particular engineering students whose academic record and social and community involvement are outstanding are recognized.

One segment of this policy is to encourage the next generation of engineers. Every year, a competition is organized to honor three students who, as members of the OIQ’s Student Section, have distinguished themselves by both their social commitment and academic success.

The names of the 2012 winners were announced at a reception held on Wednesday, March 21.

1st Prize Student Award of Merit – $7,500

For his excellence in his studies and his dedication to community and thereby demonstrating values consistent with the professional responsibility of engineers.

Jonathan Lipsitz, who studies in chemical engineering at McGill University. Jonathan has participated in numerous science competitions, including the 2010 national prize of Excellence Science and Technology for Youth. He has a cumulative average of 3.93/4.0. This trilingual prizewinner stands out for the many awards obtained during the course of his studies – both fellowship and competition prizes – and was on the Dean’s Honour List every year.

Anne-Marie Lanouette, who, for her studies at École Polytechnique de Montréal, has been involved in numerous activities aimed at the vulgarization of scientific research. She has been an active member of the Folie Technologie for several years. Her engagement to volunteerism has been outstanding since secondary school and has been part of her social life. Anne-Marie Lanouette realized the importance of volunteering while in secondary school and has been involved in numerous activities aimed at the vulgarization of scientific research. She has been an active member of the Folie Technologie for several years. Her engagement to volunteerism has been outstanding since secondary school and has been part of her social life. She has been an active member of the Folie Technologie for several years. Her engagement to volunteerism has been outstanding since secondary school and has been part of her social life. For her dedication to her ecological and societal concerns, Anne-Marie Lanouette is being recognized for her social commitment.

She has a cumulative average of 3.98/4.3, and this high qualification has allowed her to win a number of prizes, including an NSERC undergraduate research fellowship in 2011, a Mitacs-INDI internship in 2010 while doing an internship at the school’s Laboratoire de mécanique des milieux multilatéraux (LM2) of Polytechnique. She was the recipient of the 2011 best project integrator III in engineering and has been an active member of the École Polytechnique Student Council and the Été Polytechnique camp of the École Polytechnique, and she has been the secretary of the Board of Directors of the Folie Technique day for volunteers and Chair of the Board of Directors of the Folie Technique for Volunteers for 10 years. The engagement to her secondary school and involvement in extracurricular activities is a testimony to her commitment to advancing knowledge; she is a spokesperson for the logical and the physical sciences and is a witness to the students’ engagement in society.

2nd Prize Student Award of Merit, $5,000

For his strong academic record and his dedication to community and thereby demonstrating values consistent with the professional responsibility of engineers.

Cédric Fournier, who etudes in mechanical engineering at Université de Sherbrooke. Cédric has been dedicated to his studies and has received several prizes, including a scholarship from the Ordre des ingénieurs du Québec and a fellowship from Engineers Canada and Quebec’s engineering departments and institutes. He has been active in the promotion of engineering through volunteering at the École Polytechnique de Montréal and at École Polytechnique de Montréal. He has been an active member of the Folie Technologie for several years. His dedication to volunteering has been outstanding since secondary school and has been part of his social life. Cédric Fournier realized the importance of volunteering while in secondary school and has been involved in numerous activities aimed at the vulgarization of scientific research. He has been an active member of the Folie Technologie for several years. His engagement to volunteerism has been outstanding since secondary school and has been part of his social life. For his dedication to his ecological and societal concerns, Cédric Fournier is being recognized for his social commitment.

Cédric has a cumulative average of 3.88/4.3, and this high qualification has allowed him to win a number of prizes, including an NSERC undergraduate research fellowship in 2011, a Mitacs-INDI internship in 2010 while doing an internship at the school’s Laboratoire de mécanique des milieux multilatéraux (LM2) of Polytechnique. He was the recipient of the 2011 best project integrator III in engineering and has been an active member of the École Polytechnique Student Council and the Été Polytechnique camp of the École Polytechnique, and he has been the secretary of the Board of Directors of the Folie Technique day for volunteers and Chair of the Board of Directors of the Folie Technique for Volunteers for 10 years. The engagement to his secondary school and involvement in extracurricular activities is a testimony to his commitment to advancing knowledge; he is a spokesperson for the logical and the physical sciences and is a witness to the students’ engagement in society.

3rd Prize Student Award of Merit, $3,000

For his strong academic record and his dedication to community and thereby demonstrating values consistent with the professional responsibility of engineers.

Zachary D. M. Deslauriers, who studies in chemical engineering at Université de Sherbrooke. Zachary has been dedicated to his studies and has received several prizes, including a scholarship from the Ordre des ingénieurs du Québec and a fellowship from Engineers Canada and Quebec’s engineering departments and institutes. He has been active in the promotion of engineering through volunteering at the École Polytechnique de Montréal and at École Polytechnique de Montréal. He has been an active member of the Folie Technologie for several years. His dedication to volunteering has been outstanding since secondary school and has been part of his social life. Zachary D. M. Deslauriers realized the importance of volunteering while in secondary school and has been involved in numerous activities aimed at the vulgarization of scientific research. He has been an active member of the Folie Technologie for several years. His engagement to volunteerism has been outstanding since secondary school and has been part of his social life. For his dedication to his ecological and societal concerns, Zachary D. M. Deslauriers is being recognized for his social commitment.

Zachary has a cumulative average of 3.75/4.3, and this high qualification has allowed him to win a number of prizes, including an NSERC undergraduate research fellowship in 2011, a Mitacs-INDI internship in 2010 while doing an internship at the school’s Laboratoire de mécanique des milieux multilatéraux (LM2) of Polytechnique. He was the recipient of the 2011 best project integrator III in engineering and has been an active member of the École Polytechnique Student Council and the Été Polytechnique camp of the École Polytechnique, and he has been the secretary of the Board of Directors of the Folie Technique day for volunteers and Chair of the Board of Directors of the Folie Technique for Volunteers for 10 years. The engagement to his secondary school and involvement in extracurricular activities is a testimony to his commitment to advancing knowledge; he is a spokesperson for the logical and the physical sciences and is a witness to the students’ engagement in society.
BULLETIN PLUS E-NEWSLETTER

24 times per year, the Bulletin Plus e-newsletter is emailed to over 55,000 members of the Ordre. It is a powerful way to target engineers.

Technical specifications

- **Format**: JPG, GIF
- **Maximum weight**: 40 KB
- **Maximum animation time***: 15 seconds
  * The first animation image must display all the information.
- **Link to the advertiser’s website**

Button

- **Size**: 194 x 220 pixels
- **Rate**: $750/month

With link to PDF file or website. Maximum of 10 advertisers in rotation. Priority according to reservation order.

2013-2014 Production Schedule

<table>
<thead>
<tr>
<th>Release</th>
<th>September 19</th>
<th>October 3</th>
<th>October 17</th>
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<tbody>
<tr>
<td>October 31</td>
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<td>November 14</td>
<td>November 28</td>
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<tr>
<td>December 12</td>
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<td>January 16</td>
<td>January 30</td>
</tr>
<tr>
<td>February 13</td>
<td></td>
<td>February 27</td>
<td>March 13</td>
</tr>
<tr>
<td>March 27</td>
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<td>April 10</td>
<td>April 24</td>
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<tr>
<td>May 8</td>
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<td>May 22</td>
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<tr>
<td>June 19</td>
<td></td>
<td>July 17</td>
<td>August 14</td>
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<tr>
<td>August 28</td>
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<td>September 11</td>
<td>September 25</td>
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<tr>
<td>October 9</td>
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<td>October 23</td>
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<tr>
<td>November 20</td>
<td></td>
<td>December 4</td>
<td>December 18</td>
</tr>
</tbody>
</table>

Material must be send the friday before the release date.
Commission to recognized agencies: 15%

Designed to fit all platforms, Bulletin Plus e-newsletter can be read on a computer, a tablet and a smartphone.
JOB POSTINGS

By advertising with the Ordre des ingénieurs du Québec, you reach more than 60,000 engineering professionals, in all fields, who have the skills and expérience you need.

Competitive advantage

The only site where it's possible to reach all of Quebec engineers.
Only the OIQ keeps a complete and up-to-date list of the entire province engineering professionals (except forestry). Membership to the OIQ is mandatory to practice engineering.

Reach qualified candidates.
You’ll therefore receive replies to your ad from genuinely qualified professionals who are licensed to practice in Quebec.

You have several positions to fill throughout the year?

SAVE UP TO 20% on the reservation of one of our packages.

<table>
<thead>
<tr>
<th>Bulk rebate</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>5 job postings</td>
<td>10%</td>
</tr>
<tr>
<td>10 job postings</td>
<td>15%</td>
</tr>
<tr>
<td>20 job postings</td>
<td>20%</td>
</tr>
</tbody>
</table>

Job posting (basic package) $475

Services included:
Display of your job posting on the Génie Emploi website, for a period of up to 60 days.
E-blast of your job posting to candidates registered to the job alerts and whose profile matches your criteria.
Job posting is displayed in chronological order. To assure maximum visibility on the home page of Génie Emploi, optimize your basic package with the “Feature job posting” option.

Options + (Optimize your visibility)

Add your logo + $150
Your company’s color logo will be included next to your job posting everywhere it’s published.

Feature job posting + $200
Gain additional exposure with a summary of your posting and your company’s color logo in the “Feature jobs of the week” section, on the homepage, for a period of 7 days.
Heighten your visibility and make headlines with a banner on the home page or job description page of Génie Emploi, the employment site of the Ordre des ingénieurs du Québec.

**Homepage of emplois.oiq.qc.ca site**

- **Homepage Banner**
  - Size: 728 x 90 pixels
  - Rate: $1,200/month
  - Maximum of 3 advertisers in rotation. An advertiser can hold this position for a maximum period of 2 consecutive months.

- **Homepage Button**
  - Size: 250 x 300 pixels
  - Rate: $900/month
  - Maximum of 4 advertisers in rotation. An advertiser can hold this position for a maximum period of 2 consecutive months.

**Job description page of emplois.oiq.qc.ca site**

- **Display Banner**
  - Size: 728 x 90 pixels
  - Rate: $675/month
  - Maximum of 5 advertisers in rotation. An advertiser can hold this position for a maximum period of 2 consecutive months.

Commission to recognized agencies: 15%

**Technical specifications**

- Format: JPG, GIF or SWF
- Maximum weight: 40 KB
- Maximum animation time: 15 seconds
- Link to the advertiser’s website
Website: oiq.qc.ca

7,772,411 pages seen in the past year

WEBSITE
With is 596,160 annual visitors, the Website of the Ordre des ingénieurs du Québec offers daily updated information divided into four sections: members, candidates, students and the public.

Home page for each section

Banner C1
Size: 664 x 260 pixels  Rate: $800/month
Maximum of 5 advertisers in rotation. No animation.

Banner C3
Size: 200 x 600 pixels  Rate: $600/month

Banner C4
Size: 200 x 300 pixels  Rate: $300/month

Banner C5 or C6
Size: 200 x 200 pixels  Rate: $250/month

Banner C2
Size: 664 x 100 pixels  Rate: $350/month

Technical specifications
Format: JPG, GIF
Maximum weight: 40 KB
Maximum animation time: 15 seconds
Link to the advertiser’s website
### Website: oiq.qc.ca

**MEMBERS USE THE SITE TO:**

- Renew their annual membership;
- Learn about programs offered by the Ordre to assist in their professional development;
- Complete their declaration of continuing education;
- Find information on policy and legal matters;
- Research laws and regulations pertaining to the engineering profession in Quebec;
- Learn about latest interventions by the Ordre on the public scene;
- Download new publications

### Secondary pages for each section

- **Banner D1**
  - Size: 200 x 600 pixels
  - Rate: $400/month

- **Banner D2**
  - Size: 200 x 300 pixels
  - Rate: $200/month

- **Banner D3**
  - Size: 200 x 240 pixels
  - Rate: $150/month

### Technical specifications

- **Format**: JPG, GIF
- **Maximum weight**: 40 KB
- **Maximum animation time**: 15 seconds
- **Link to the advertiser’s website**
For an immediate visibility! More than 60,000 members of the Ordre are regular visitors on the site.

Calendar of events and training programs page

- **Banner E1**
  - Size: 200 x 600 pixels
  - Rate: $400/month

- **Banner E2**
  - Size: 200 x 300 pixels
  - Rate: $200/month

- **Banner E3**
  - Size: 200 x 240 pixels
  - Rate: $150/month

- **Banner E4**
  - Size: 200 x 200 pixels
  - Rate: $125/month

Technical specifications

- **Format**: JPG, GIF
- Maximum weight: 40 KB
- Maximum animation time: 15 seconds
- Link to the advertiser’s website
2014 COLLOQUE

Promote your products and services to the engineers at this large-scale event.

Be a sponsor for the most important gathering of engineers in Quebec.

Sponsorships

The sponsorship program has been designed to maximize your visibility with participants and to promote establishing links with engineers.

As a sponsor, you’ll be guaranteed visibility via integrated communication acts in terms of public relations, advertising, promoting and demonstrations. We’ve designed a sponsorship program that offers you an extensive range of activities, at varying price points, along with sponsor-exclusive privileges.

Exhibition

Open to all members of the Ordre des ingénieurs du Québec, the two day exhibition, is an excellent way to establish a network of contacts and allow our sponsors the opportunity to showcase their products and services directly for eager attendees.

A designate space will be design to allow employers meeting candidates which are qualified, certified in engineering and OIQ members.

Lectures

Well-known speakers will be lecturing on the stakes of the engineering industry.

Cocktail party

These festive gatherings are the perfect opportunity to network and meet engineers.

Quite the atmosphere…

Ask for our sponsorship program.
Advertising and information
Isabelle Bérard
Advertising Consultant
450 227-8414, extension 300 • 1 866 227-8414
iberard@cpsmedia.ca