



Supply-Build
Canada Your partner
in business.

2025 PARTNERSHIP OPPORTUNITIES

Invest in the Supply-Build Canada and build prosperity for your business and industry

Formerly the Western Retail Lumber Association



IT'S NOT WHO YOU KNOW, IT'S WHO KNOWS YOU.

WHY INVEST WITH THE SUPPLY-BUILD CANADA?

In 2019, Consumers spent \$1.16 billion across the Lumber and Building Materials Industry in the prairie provinces alone (Manitoba, Saskatchewan, and Alberta.) That makes the Lumber and Building Materials Industry a vital part of the Canadian economy. Our members are instrumental in building communities. Supply-Build Canada is instrumental in bringing our members together.

STAND OUT AND BE NOTICED

Your network is your most valuable asset. Investing in a comprehensive and effective marketing strategy will be critically important to sustainable growth for your business.

Stay connected to your highest value prospects with advertising and media that reaches a business-savvy audience. When you're reading a Supply-Build Canada publication or eblast, or watching our webinars and videos, you've got the LBM Industry at top of mind—which is the perfect place to highlight your products and services!

SUPPLY-BUILD CANADA LEADS THE WAY.

We continuously work to **attract** new talent into the Lumber and Building Materials Industry to keep our members' businesses growing and thriving. We **connect** manufacturers and distributors, retailers and contractors, and more. We **educate** our members with industry-leading courses help them keep a competitive edge, and we **advocate** for our members' interests with the government.

TAKE ADVANTAGE OF TURNKEY MARKETING OPPORTUNITIES.

Choose from the Supply-Build Canada's full-service suite of multimedia product offerings to put your name and product offering in front of the people who are actively looking for them.

Our partnerships are scalable, and we've got something to fit all marketing budgets. With a pre-planned schedule, our turnkey marketing opportunities provide a range of flexible formats that match your marketing objectives.

WE BUILD PARTNERSHIPS.

When you partner with Supply-Build Canada, you are gaining access to a nationwide network of retail customers that trusts our industry expertise and relies on us as a source of professional knowledge.

We'll work with you to help you position your business as an industry leader, build your brand, and achieve success in the local and national market. Supply-Build Canada will design a strategic, tailored marketing approach to increase your visibility to retail customers, manufacturers, wholesalers, distributors, and the Lumber and Building Materials Industry at Large.

The industry needs your product or service.

We are the industry's association.

Let's work together.

PRINT ADVERTISING OPPORTUNITIES



YARDSTICK MAGAZINE

As the official magazine of the Supply-Build Canada (formerly the Western Retail Lumber Association), *Yardstick* delivers content and marketing opportunities, both in print and online, associated with the trusted Supply-Build Canada brand. Published quarterly, *Yardstick* is the go-to print publication for Western Canada's Lumber and Building Materials Industry, including Canada's home improvement buying groups, retail chains, co-ops, independent retailers, mass merchant head offices, manufacturers, distributors, affiliates and more.

Unlike many other for-profit publications on the market, *Yardstick* is here to support Supply-Build Canada's mission: to be the voice and leading resource for the lumber and building industry in Western Canada and *Yardstick* advertisers demonstrate your company's commitment to these valuable goals as well.



PRODUCTION SCHEDULE

2025/2026 Issues	Ad Close	Ad Material Due	Mail Out
Spring	Feb 7	Feb 21	Mar 21
Summer	May 2	May 16	June 13
Fall	July 25	Aug 8	Sept 12
Winter	Nov 7	Nov 21	Dec 19

**Dates may change based on editorial need.*

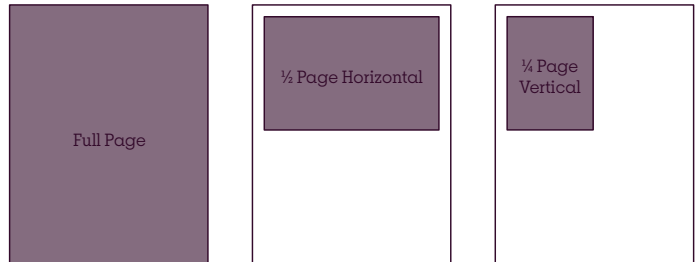
YARDSTICK MAGAZINE ADVERTISING

Pricing	Regular Price	Member Price
Double Page Spread	\$6,865	\$5,147
Outside Back Cover	\$5,215	\$3,910
Inside Front Cover/Inside Back Cover	\$4,915	\$3,685
Full Page	\$3,975	\$2,982
½ Page	\$2,515	\$1,885
¼ Page	\$1,435	\$1,075

YARDSTICK AD SIZES

Ad Size	Trim Size (w × h)
Double Page Spread*	16.75" × 10.875"
Full Page*	8.375" × 10.875"
½ Page Horizontal	7.389" × 4.829"
¼ Page Vertical	3.565" × 4.829"

**All full page ads require a ¼" bleed on all sides.*



PRINT AD ARTWORK SUBMISSION GUIDELINES

Print ads must be 300 DPI and CMYK in PDF format. No spot colours or RGB. All spreads and full-page ads require a ¼" bleed on all sides.

Supply-Build Canada
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Advertising Inquiries

Email: marketing@supplybuild.ca

PRINT ADVERTISING OPPORTUNITIES



SUPPLY-BUILD CANADA DIRECTORY & PRODUCT SOURCE GUIDE

Published annually, the Supply-Build Canada Directory & Product Source Guide is covered by newcomers and long-time members alike, and not just because they like seeing their name in print.

Don't pass up the chance to secure space in the Directory & Product Source Guide, an indispensable asset providing the most up-to-date listings of Supply-Build Canada members and contact information for our vast retailer, associate and affiliate member network.

PRODUCTION SCHEDULE

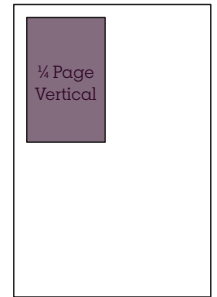
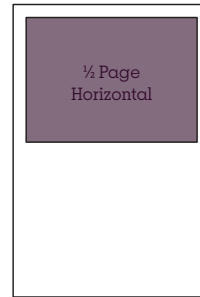
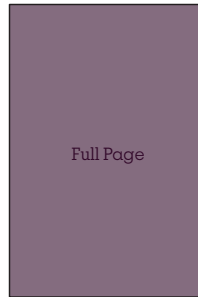
Ad Close	Listing Details	Ad Material Due	Mail Out
July 18	July 25	Aug 1	Sept 12

**Dates may change based on editorial need.*

DIRECTORY & PRODUCT SOURCE GUIDE AD SIZES

Ad Size	Trim Size (w x h)
Double Page Spread*	5.75" x 8.5" x 2
Full Page*	5.75" x 8.5"
½ Page Horizontal	5" x 3.666"
¼ Page Vertical	2.333" x 3.666"

**Requires a ¼" bleed on all sides.*



DIRECTORY & PRODUCT SOURCE GUIDE ADVERTISING

Pricing	Regular Price	Member Price
Double Page Spread	\$6,865	\$5,147
Outside Back Cover	\$5,215	\$3,910
Inside Front Cover/Inside Back Cover	\$4,915	\$3,685
Full Page Tab	\$4,500	\$3,420
Full Page	\$3,975	\$2,982
½ Page	\$2,515	\$1,885
¼ Page	\$1,435	\$1,075



PRINT AD ARTWORK SUBMISSION GUIDELINES

Print ads must be 300 DPI and CMYK in PDF format. No spot colours or RGB. All spreads and full-page ads require a ¼" bleed on all sides.

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DIGITAL ADVERTISING OPPORTUNITIES



ENEWS

Our monthly e-newsletters reach an engaged audience that have opted-in to receive ongoing communication from us. Our open and read rate is far above the industry standard—our members are reading our communications! Exclusive ad placements are an ideal way to reach our members at key times in their day.

Monthly updates relate relevant feature articles on topics such as emerging trends, technology, products and processes, as well as the latest Supply-Build Canada activities connecting our membership, industry certification, educational programs and current events that help owners, managers and employees make the best-informed decisions possible for their business.

ENEWS ADVERTISING

Pricing	Regular Price	Member Price
12 Months (1 per month)*	\$6,000	\$4,500

*Rectangle Banner: 700px x 120px



Rectangle Banner: 700px x 120px

Rebranding a 135-year-old institution was no small feat. As we evolved from the WRLA, we embarked on a thoughtful journey—one that began with a national RFP process to find the right branding partner. After selecting UpHouse, we dedicated over 150 hours to research, asked tough questions, and continuously checked our decisions against what matters most—our members.

Guided by insights from five key focus groups, we ensured a well-rounded perspective:

- Retailers – Representing independent businesses, corporate stores, and everything in between.
- Marketing & Communications Committee – Experts in sales, marketing, and business development.
- WRLA Board – Leaders representing all membership classes.
- WRLA Staff – Bringing operational expertise.
- External Stakeholders – Voices from government, education, indigenous leadership, development, and even past members offering constructive critiques.

The result? A brand that reflects who we are today and where we're headed. It breathes new life into our mission—to advocate, attract, educate, and connect—ensuring we remain a strong force in the building supply industry.

This is more than a new look. It's a renewed commitment to you, our members, and the future we're building together.

Read About the Rebrand Here or Watch Our Brand Video Below



Rectangle Banner: 700px x 120px

EBLASTS

Supply-Build Canada hot topic emails are the must-read weekly source for lumber and building materials industry intelligence condensed into brief, but highly effective updates. This streamlined source of information features the latest industry news, updates on critical supply chain and product issues, advocacy updates and relevant information providing a high-impact option for tactical advertising as a key component in your digital campaign.

These ad spaces are highly desired and fill up fast.

EBLAST ADVERTISING

Pricing	Regular Price	Member Price
10 Rectangle Banners*	\$5,835	\$4,375
25 Rectangle Banners*	\$10,416	\$7,813

*Rectangle Banner: 700px x 120px



Rectangle Banner: 700px x 120px

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DIGITAL ADVERTISING OPPORTUNITIES

WEBSITE

The Supply-Build Canada website—supplybuild.ca—includes essential and detailed information for educational sessions, important industry news, call-to-action updates, links to all Supply-Build Canada departments, details on Supply-Build Canada events including our flagship Building & Hardware Showcase and our popular Advocacy Bulletins. The site is a valuable year-round resource for industry professionals and provides economical long-term opportunities for banner advertising.

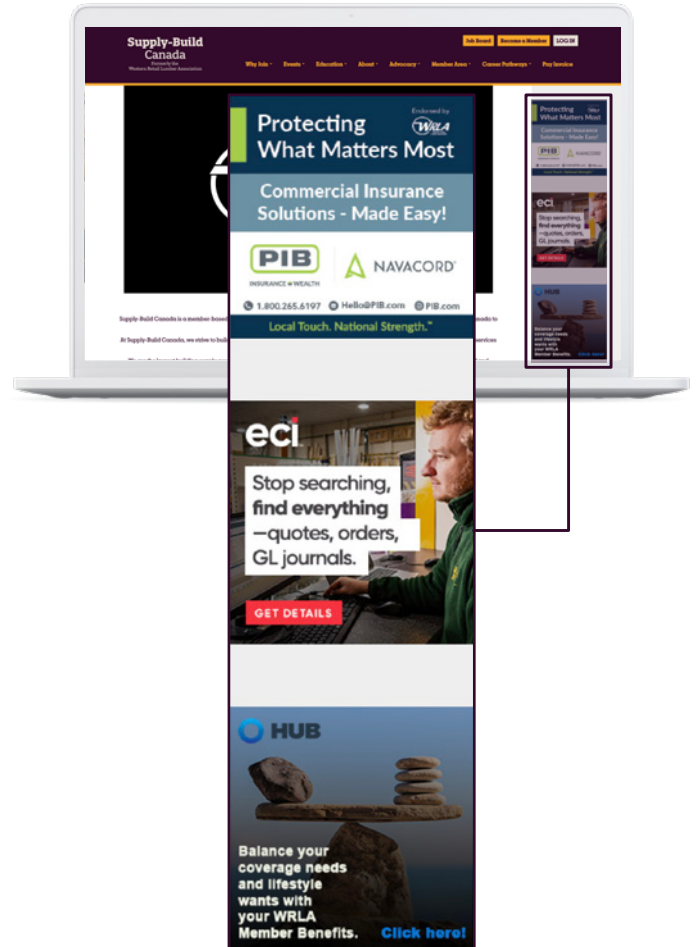
WEBSITE ADVERTISING

Pricing	Regular Price	Member Price
6 Months*	\$1,650	\$1,240
12 Months*	\$2,815	\$2,110

*Square Banner: 250px x 250px, file size no larger than 300kb

WEBINARS

Our regular webinars have become very popular amongst members as an opportunity to learn and expand their knowledge base and to strengthen and enhance their business. The webinars cover a wide range of business topics including marketing, leadership, data security, HR and industry trends. For our sponsors, it's a prime opportunity to be visible to a captive audience of existing and potential customers, and open the door to new opportunities. Sponsorships are a valuable way to improve your visibility and enhance your company's profile.



WEBINAR ADVERTISING

Pricing	Regular Price	Member Price
Sponsor One	\$1,650	\$1,250
Sponsor Three	\$4,315	\$3,125

Sponsorship Includes:

- Corporate logo on chosen webinar's presentation slides (along with Supply-Build Canada logo)
- Corporate logo and link on the Supply-Build Canada website (webinar page)
- Logo recognition on all social media posts related to your chosen Supply-Build Canada webinar
- Corporate logo and link on all webinar news items in Supply-Build Canada eNews

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Advertising Inquiries

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PRINT ADVERTISING OPPORTUNITIES



NETWORKING OPPORTUNITIES

Build up your business at a Supply-Build Canada event and be seen by industry leaders. Our events are an opportunity for our industry members to connect and network. We have a number of opportunities to promote your brand.



GOLF TOURNAMENTS

Supply-Build Canada annual golf tournaments are fun with a purpose. Held regionally across Western Canada, the tournaments offer an exclusive opportunity to engage with 100+ key industry players and build important relationships in a relaxed social atmosphere. The net proceeds from all golf registrations and sponsorships go toward Supply-Build Canada Educational grant program. These grants allow members and their families to receive funding toward post-secondary education. Your support makes a direct impact on the future of Canada's Lumber and Building Materials Industry.

Sponsorships not only help ensure the tournaments are properly funded, but they can provide great name recognition and awareness for the members.



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PRINT ADVERTISING OPPORTUNITIES



**SUPPLY-BUILD CANADA
BUILDING & HARDWARE
SHOWCASE**

The Supply-Build Canada Building & Hardware Showcase is the largest gathering of the lumber and building materials industry in Canada, bringing together the industry’s top decision makers and opinion leaders, providing unrivalled networking opportunities where exhibitors and suppliers can get their products in front of the most diverse range of buyers in the industry to develop new markets, generate sales leads and gain national exposure.

Partnership opportunities involve participating in the creating of a complete, active and engaging visitor experience designed to maximize your exposure to key markets. Whether visitors interact with your product, take away samples or meet with you face-to-face, your sponsorship opportunity will be custom-crafted to meet your specific objectives.



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