

Business Partnership Proposal



WWW.CONCRETECANOEMAGAZINE.COM



2006-2007

Introduction

The concrete canoe competition is a wonderful project for all students in civil engineering. This project includes all aspects of a real engineering project. The students have to work as a team, manage a budget (usually around 30k \$), deal with a tight schedule, undertake design activities, analyze test results, find solutions for a given problem at the moment it appears with the tools or means they have in hand at that moment and much more. For these future engineers it is often their first contact with a complete engineering project and this will help them become more critic of results or interpretations of test results and it will help them in developing their project management skills.

The *Concrete Canoe Magazine* (CCM) has for main objective to allow students involved in the concrete canoe project to have a magazine dedicated to their beloved project in which they can find relevant information on new techniques and breakthroughs made by different teams or individuals. The magazine also offers a great opportunity for students who would like to get in touch with the process of writing a scientific paper and publish it in a specialized magazine. In this way, we truly believe that CCM is an important asset in the world of Concrete Canoeing!

This project can only be possible if we can have sufficient financial support from partners. In return CCM offers space for visibility in the magazine to the partners. The spot allotted varies as a function of the amount invested in the magazine. The advertising rates are provided at the end of this document. Also, a pro-format budget for the 2005-2006 financial year is provided.

About the Concrete Canoe Magazine (CCM)

The *Concrete Canoe Magazine* is handled and operated by the Concrete Canoe Magazine Organization which is a non-profit organization whose legal entity is based on Laval University's jurisdiction. The magazine is dedicated to everyone interested by the concrete canoe competition and is distributed to over 6000 future engineers and concrete canoe fans.

Mission

The *Concrete Canoe Magazine's* mission is to disseminate knowledge and recent development from concrete canoe teams and get students from different schools in touch through this amazing engineering challenge. It is also intended to share experiences from concrete canoe enthusiasts and former participants.

Editors

The three editors of the magazine are former members of Laval University's Concrete Canoe Team. François Paradis was a team member from 1999 to 2005, Maxim Morency was a team member from 1998 to 2005 and Dennis Burns was a team member from 2002 to 2005. They set up a magazine dedicated to the Concrete Canoe Project because they truly believe that the concrete canoe world deserves such a magazine and that this will help enrich students. Also, publishing a scientific paper in a magazine is a good experience for any student and even more so for students interested in graduate studies.

Contents of the Concrete Canoe Magazine (CCM)

Topics cover all areas of concrete canoe technology such as shape design, structural analysis, concrete and composite design and optimization, canoe construction, oral presentation and design paper tips, training, etc. The publications committee and an ad-hoc technical advisory group will review and approve all material before publication.

Publication

The *Concrete Canoe Magazine* is published once a year to share developments on concrete canoe technology. In 2006, more than 4500 copies were distributed at regional and international competitions. For 2007, the objective is set at **6000 copies**.

Advertising

The *Concrete Canoe Magazine* is actively looking for contributors who will continue to make this project possible. Advertising in the CCM is an excellent way to reach over 6000 civil engineering students all over North America and even in Europe and Africa. The advertising rates are presented below.

Contact informations

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Publish a paper

Everybody is invited to submit a paper to the *Concrete Canoe Magazine*. However the paper shall be related to the Concrete Canoe Project. It can be about concrete technology, a new construction method, explain a specific team organization, modeling, fundraising or anything else as long as it is related to the concrete canoe. When submitted, a paper will be analyzed by the reviewing committee and a decision will be taken. Whatever the decision is, the author(s) will be informed.

If you are interested in submitting a paper, download the “Call for paper” from the website. All the necessary information regarding the format, deadlines etc are in the Call for paper. If any questions remain, feel free to send an e-mail or contact the editors by phone.

ADVERTISTE IN THE CCM

Space	Width (in)	Depth (in)	*Price
Full page	8 1/2"	11"	\$ 1000
1/2 Island	4 1/2"	7 1/2"	\$ 750
1/2 Vertical	3 1/2"	10"	\$ 700
1/2 Horizontal	7 1/2"	4 1/2"	\$ 700
1/3 Verticale	2 1/2"	10"	\$ 500
1/3 Square	4 1/2"	4 1/2"	\$ 500
1/3 Horizontal	7 1/2"	3"	\$ 500
1/4 Horizontal	2 1/2"	7 1/2"	\$ 375
1/4 Vertical	4 1/2"	3 1/2"	\$ 375
1/6 Horizontal	4 1/2"	2 1/2"	\$ 225
1/8 Horizontal	3 1/2"	2 1/2"	\$ 100

Cover

Outside back cover	add 25%
Inside front cover	add 15%
Inside back cover	add 10%

All company logos will be posted on the main page of the official web site

*Ads are submitted to applicable taxes

Ads are preferred in electronic format
 All ads will be printed in full color
 Please provide us your ads in eps format with a 300 DPI resolution
 Do not use any compression on the graphics
 Color images should be saved in CMYK format



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Preliminary Budget 2006-2007

The *Concrete Canoe Magazine* is a non-profit organization whose main objective is to have as much information available for the students involved in the concrete canoe project to help them achieve their goals. The magazine's main income comes from the distribution of the magazines at the regional competitions and from advertisement. The main expenses are printing and shipping expenses. The following table is a preliminary budget for the 2006-2007 edition.

2006-2007 Budget

Incomes	
Distribution of magazine	10 000\$
Advertising/Sponsors	8 000\$
Total	18 000\$

Expenses	
Corrections	1 000\$
Magazine page-setting/graphics	2 000\$
Printing	10 000\$
Shipping	3 000\$
Office supplies	1 000\$
Miscellaneous	1 000\$
Total	18 000\$