

Official Show Guide Advertising Rates & Specs

Single out your company, organization, products or booth by advertising in our official show guide. This tailored, comprehensive guide is hand delivered directly to 200,000+ consumers upon entering our shows. Don't miss this opportunity to showcase your company or product.

Advertising Schedule

Show	Dates	Booking Deadline	Artwork Deadline
Calgary	November 9-12	October 6	October 20
Edmonton	November 16-19	October 13	October 27
Toronto	November 24-26	October 20	November 3
Montreal	January 19-21	December 22	January 5
Ottawa	January 26-28	December 29	January 12
Vancouver	February 2-4	January 5	January 19
Regina	February 23-25	January 26	February 9
Red Deer	March 16-18	February 9	February 23

Advertising Rates (per show)

Ad Sizes	Major Market Rates**	Secondary Market Rates**
Full Page*	\$1000	\$750
1/2 Page	\$600	\$500
1/4 Page	\$325	\$250

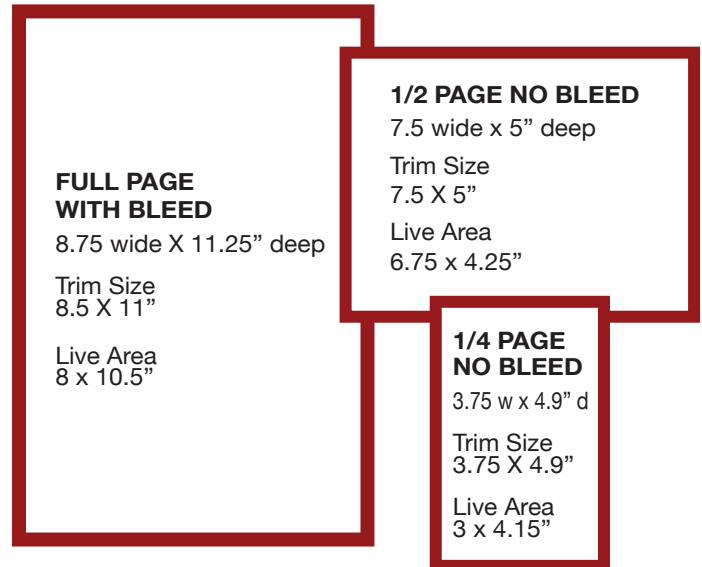
*Inquire for info on premium placement rates and availability.

**Major Markets include: Vancouver (YVR), Calgary (YYC), Edmonton (YEG), Toronto (YYZ)

**Secondary Markets include: Red Deer (YQF), Regina (YQR), Montreal (YUL), Ottawa (YOW)

**Taxes not included.

Advertising Specifications



- All artwork should be in **CMYK colour**
- Acceptable file formats are **high resolution .pdf or .eps**
- Files should be a minimum of **300dpi**.
- Do not include crop marks or any other printer's marks.
- Page sizes indicated already include bleed where necessary.
- We cannot guarantee 100% colour accuracy.

For any questions regarding artwork submissions contact Marvin Tempel at marvin@canwestproductions.com

Please send your final artwork to your sales representative and marvin@canwestproductions.com. Please indicate with your submission which show you are submitting artwork for.

Page Size & Bleed Area submit your ad at this size

The area used for ink to "bleed" off the edges of the page so that no white edges occur when the publication is cut to Trim Size.

Trim size

The actual physical size of the finished publication.

Live Area

The area of the page occupied by the ad's images and text. All images and text **must** be within the boundaries of this area, except images which are intended to "bleed" off the page.

SHOW GUIDE INSERTION ORDER

Show City: _____

Company: _____

Contact: _____

Phone: _____

Email: _____

Major Market

Full Page \$1000*

Half Page \$600*

Quarter Page \$325*

Secondary Market

Full Page \$750*

Half Page \$500*

Quarter Page \$250*

*Tax is additional

Total Cost \$ _____

Signature: _____

Date: _____

Note that this is a writable PDF, simply save to your documents or desktop, fill in on screen, and email to: stefany@canwestproductions.com

Digital signatures must be created for the signature field and are considered acceptable. Confirmation of insertion order will be provided upon receipt of completed form.

Thank you for your business.

PAYMENT INFORMATION

CHEQUE INFORMATION: _____

(include cheque #, amount, date issued)

Post-dated cheques only accepted 5 weeks or earlier out from Show date.

Make cheques payable to:

CANWEST PRODUCTIONS INC.

#218, 7710 - 5th Street SE

Calgary, AB T2H 2L9

403.242.0859

VISA/MC _____

EXPIRY _____

CVV _____

CARD HOLDER _____

I hereby authorize Canwest Productions Inc. to process payments as per the above schedule to my VISA/MC _____ *(initial)*

EMAIL FUNDS

(send to terra@canwestproductions.com)

INVOICE REQUEST

(click here for an official invoice)

Please see our Advertising Specifications sheet for details on how to submit your artwork for the Official Show Guide.