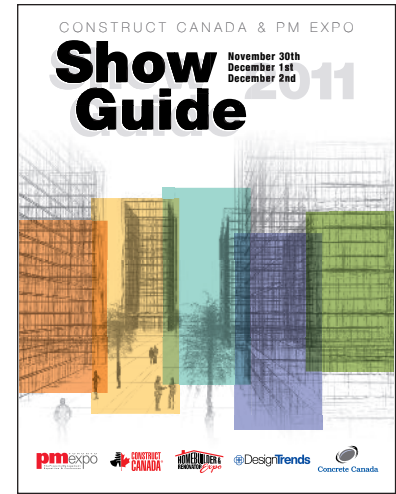


# Show Guide Advertising

## 5 Shows: 1 Guide = Greater Exposure



### AT-SHOW EXPOSURE

- **Increase your exposure** by advertising in the 2012 Show Guide. The Show Guide will once again represent all 5 Shows (Construct Canada, HomeBuilder & Renovator Expo, Concrete Canada and DesignTrends) and will be distributed to attendees at each of the Show entrances.
- We will include a box with your booth number to your ad so that attendees can easily find your booth.

### POST-SHOW EXPOSURE & BENEFITS

- **We know from our post show surveys** that Attendees refer to the Show Guide throughout the year which is why we have made changes to the format / layout to ensure that it holds up to this ongoing use. Your company can stand out with our Attendees all year by advertising for as little as \$1,350.

### ADVERTISING RATES NOTE: Price now includes full colour

#### STANDARD PAGES

- **Full Page** \$3,000
- **Half Page** \$2,100
- **Quarter Page** \$1,350

#### PREMIUM PAGES

- **Outside Back Cover** \$6,000
- **Inside Front** \$5,000
- **Inside Back** \$4,000
- **Show Tab Page** \$4,500

### IMPORTANT DATES

- **Sales Closing: Thursday, October 25, 2012**
- **Material Deadline: Wednesday, October 31, 2012**
- **Distribution: November 28-30, 2012**

### Book Now By Contacting:

**Jeff Ingram**, Director of Sales • Telephone: (416) 512-3811 • Fax: (416) 512-3853 • Email: [jingram@mmart.com](mailto:jingram@mmart.com)

# Ad Mechanical Requirements

Description	Size in Inches			Price
	WIDTH	X	HEIGHT	
OUTSIDE BACK COVER:	8.25"	x	10.75"	\$6,000
INSIDE FRONT COVER	8.25"	x	10.75"	\$5,000
INSIDE BACK COVER	8.25"	x	10.75"	\$5,000
SHOW TAB PAGE (Back side): Full Page				
	8.25"	x	10.75"	\$4,500
Full Page Trim Size:	8.25"	x	10.75"	\$3,000
(Full Page Bleed Size):	8.5"	x	11.0"	
1/2 Page Vertical	3.5"	x	9.5"	\$2,100
1/2 Page Island	4.75"	x	6.375"	\$2,100
1/4 Page Horizontal	7.25"	x	2.25"	\$1,350
1/4 Page Vertical	3.5"	x	4.625"	\$1,350

BLEED: For full page ads, please include a 0.125" bleed on all edges  
 TYPE SAFETY: For full page ads please keep all type 0.5" away from trim

## DIGITAL FILE REQUIREMENTS

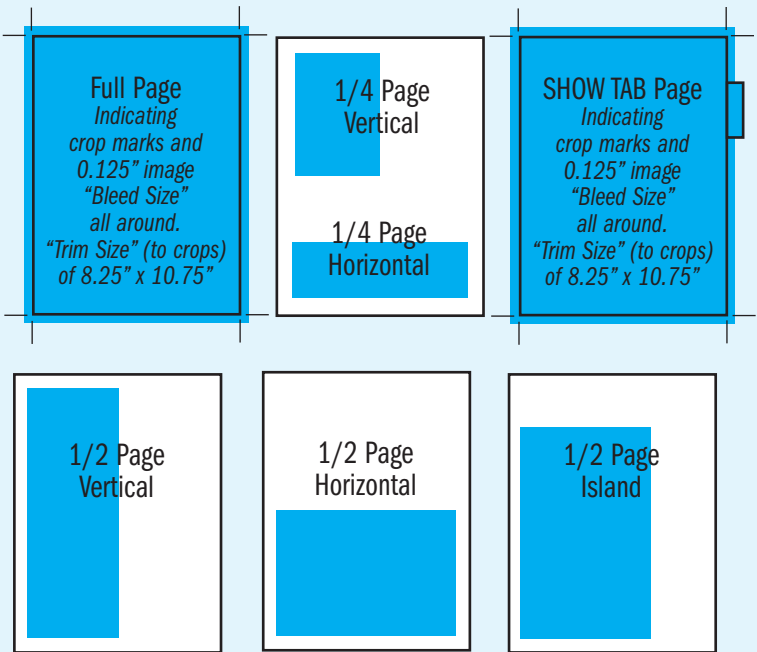
We would prefer to receive all ads digitally, as high resolution, press quality, flattened CMYK artwork. The following are acceptable file formats, in order of preference:

1. PDFX-1a
2. Illustrator AI, or EPS file with fonts and strokes created to outline, and high-resolution images embedded (300DPI+at 100% of size).
3. Photoshop tiff file, minimum of 300 DPI, and sized to 100% with fonts rasterized and all layers flattened.
4. Photoshop jpg file, minimum of 300 DPI, and sized to 100%.
5. Adobe InDesign file with all supporting images and fonts.

**A printed proof of the ad must be submitted to ensure the ad will print correctly. If proof is not submitted, we can not be responsible for errors.**

## Book Now By Contacting:

**Jeff Ingram**, Director of Sales • Telephone: (416) 512-3811 • Fax: (416) 512-3853 • Email: [jingram@mmart.com](mailto:jingram@mmart.com)



Layouts show representation of ad size in relation to the page. Please consult the appropriate section to the left for exact size specs for your ad.

## SENDING ARTWORK

- All files are to be posted on our FTP site (instructions will be forwarded to you at the time you book your ad).
  - Follow up with an email specifying the size of ad you booked and the Show that you are exhibiting in.
  - Include your company name and size of ad in the file name.
- If you are sending artwork by CD please burn your CD with the Macintosh format option and provide a PDF or colour proof of the ad.