

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

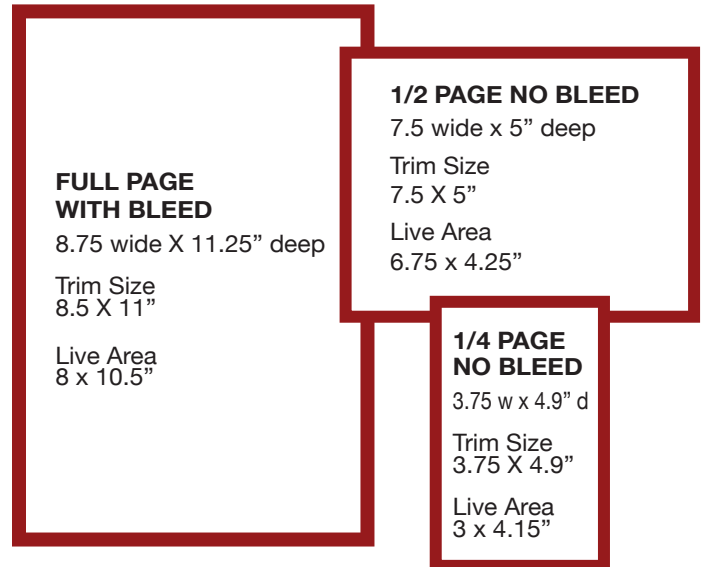
Show	Dates	Booking Deadline	Artwork Deadline
2018			
Toronto	November 2-4	October 5	October 19
Edmonton	November 15-18	October 12	October 26
Calgary	November 22-25	October 19	November 2
2019			
Montreal	January 18-20	December 21	January 4
Vancouver	February 8-10	January 4	January 18
Regina	February 22-24	January 25	February 8
Red Deer	March 22-24	February 15	March 1

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