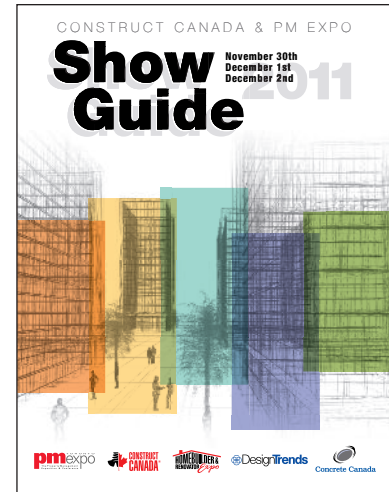




Show Guide Advertising

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** \$5,000
- **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:

Frank Scalisi, Director of Sales • Telephone: (416) 512-3815 • Fax: (416) 512-3857 • Email: fscalisi@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

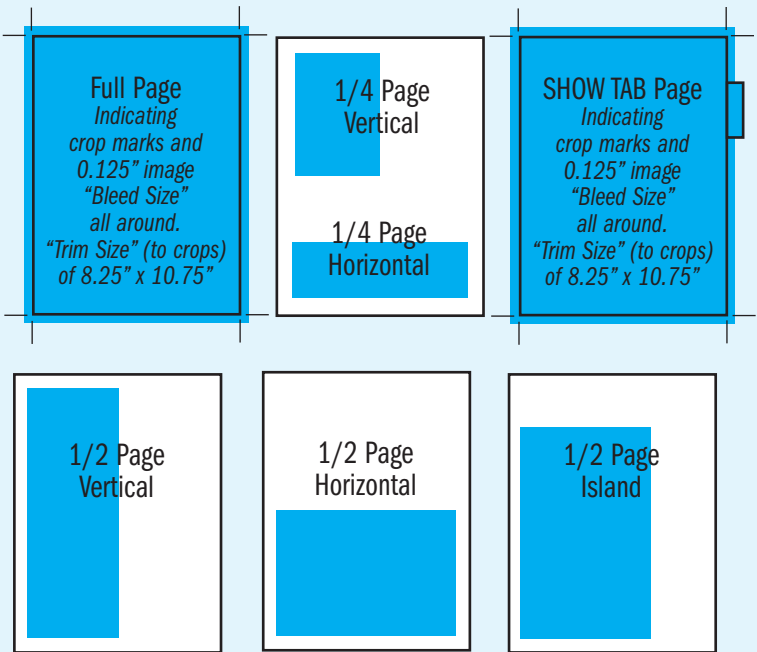
We would prefer to receive all ads digitally, as high resolution, press quality, flattened CMYK artwork. The following are acceptable file formats, in order of preference:

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.

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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.