

# PROGRAM ADVERTISING RATES

## DATES & SPECIFICATIONS

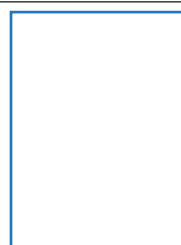
ADS:	Pre-Conference Registration Program Only Circulation: 12,000	On-Site Program Only Circulation: 4,500	Discounted Rate for Both Pre-Conference Registration and On-Site Program
<b>Black &amp; White</b> (no bleeds)			
Full Page 7" W x 10" H	\$1,000	\$1,250	\$1,800
1/2 Page 7" W x 5" H	\$600	\$750	\$1,150
1/4 Page 3 1/2" W x 5" H	\$350	\$400	\$600
<b>Four Colour</b>			
Full Page 8 5/8" W x 11 1/8" H (bleed)	\$1,400	\$1,600	\$2,300
2-Page Spread 17 1/4" W x 11 1/8" H (bleed across gutter)	\$2,100	\$2,800	\$4,200
1/2 Page 7" W x 5" H (no bleed)	\$750	\$950	\$1,400
1/4 Page 3 1/2" W x 5" H (no bleed)	\$500	\$550	\$950

Trim size: 8 3/8" W x 10 7/8" H  
 Printing: Offset  
 Line Screens: Black & white  
 and four colour: 133  
 Fonts: Type 1 Adobe, must be outlined  
 Colour: CMYK  
 Deadlines: (no extensions)  
 Pre-Conference Registration Program  
 Reservations September 16, 2017  
 Materials September 30, 2017  
 Mails early November 2017  
 On-Site Program  
 Reservations December 15, 2017  
 Materials January 6, 2018  
 Distributed at Super Conference  
 Payment: All rates are net; no cash  
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 invoice advertisers/exhibitors shortly  
 after the publication issue date.

Rates are quoted in Canadian dollars.

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COVERS:	Pre-Conference Registration Program Only Circulation: 12,000	On-Site Program Only Circulation: 4,500
<b>Four Colour</b>		
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Inside Back Cover 8 5/8" W x 11 1/8" H (bleed)	\$1,500	\$2,000
Outside Back Cover 8 5/8" W x 11 1/8" H (bleed)	Sold	\$2,400



Full Page



1/2 Page



1/4 Page

## PREPARING & SUBMITTING AD MATERIALS

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Technical Contact (about Artwork) \_\_\_\_\_ Email \_\_\_\_\_

PO number (if any): \_\_\_\_\_

## DEADLINES

**Pre-Conference Registration Program**  
 Reservations: September 12      Materials: October 1

**On-Site Program**  
 Reservations: December 13      Materials: January 7



Full Page



½ Page



¼ Page

### ADS:

	Pre-Conference Registration Program Only	On-Site Program Only	Both Pre-Conference Registration & On-Site Program	Total
<b>Black &amp; White</b>				
Full Page	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,250	<input type="checkbox"/> \$1,800	
½ Page	<input type="checkbox"/> \$600	<input type="checkbox"/> \$750	<input type="checkbox"/> \$1,150	
¼ Page	<input type="checkbox"/> \$350	<input type="checkbox"/> \$400	<input type="checkbox"/> \$600	
<b>Four Colour</b>				
Full Page	<input type="checkbox"/> \$1,400	<input type="checkbox"/> \$1,600	<input type="checkbox"/> \$2,300	
2–Page Spread	<input type="checkbox"/> \$2,100	<input type="checkbox"/> \$2,800	<input type="checkbox"/> \$4,200	
½ Page	<input type="checkbox"/> \$750	<input type="checkbox"/> \$950	<input type="checkbox"/> \$1,400	
¼ Page	<input type="checkbox"/> \$500	<input type="checkbox"/> \$550	<input type="checkbox"/> \$950	

### COVERS:

	Pre-Conference Registration Program	On-Site Program	Total
<b>Four Colour</b>			
Inside Front Cover	n/a	<input type="checkbox"/> \$2,000	
Inside Back Cover	<input type="checkbox"/> \$1,500	<input type="checkbox"/> \$2,000	<input type="checkbox"/> \$3,200
Outside Back Cover	Sold	<input type="checkbox"/> \$2,400	

Subtotal \_\_\_\_\_

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 Company with Canadian Office \_\_\_\_\_  
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