





**CREATIVE STITCHES & CRAFTING ALIVE!!...**

ABBOTSFORD  
MARCH 24-25, 2017  
TRADEX



CanNorth Shows Inc.  
19 Marble Arch Cres.  
Scarborough, ON M1R 1W8  
Tel: (647) 344-3122  
Toll-Free: (855) 723-1156  
Fax: (855) 361-2526  
nori@cannorthshows.com  
www.creativestitchesshow.com

## Ad Specifications & Details

### SHOW BROCHURE FORMAT:

- **5" x 8.5"**
- **Min. Of 20 pages Full Colour**
- **20,000 Copies**

### Ad Specifications:

#### **Business card size**

vertical: 2.5in (w) x 4in (h)

horizontal: 5in (w) x 2in (h)

#### **Half page:**

vertical: 2.5in (w) x 8in (h)

horizontal: 5in (w) x 4in (h)

#### **Cover:**

(inside and back): 5.5in (w) x 8.5in (h)

#### **Full page (inside):**

5in (w) x 8in (h)

### **PRINT REQUIREMENTS**

- Logos must be provided in .EPS or jpeg (at 300dpi) formats
- Format files: press-quality PDF (InDesign, Illustrator, Photoshop) or JPEG
- Convert all RGB to CMYK
- Remove all unused colors from your files and convert any spots or pantones color to CMYK
- 300 dpi (minimum)
- Use Process Black (100%K)
- if Rich black is needed use the values: 20C 20M 20Y 100K
- Include all linked files and fonts (InDesign and Illustrator)

### **INCREASE YOUR EXPOSURE!**

**CanNorth Shows will be forwarding an email version of the Show Brochure to all exhibitors**

**Target YOUR customers directly – email your customer lists!**



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## **DOOR PRIZES!!!**

**Have your company mentioned in the show brochure!**

**Commit now to providing a door prize (min value \$25) at the show and have your company and prize mentioned in the show brochure!**

COMPANY NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ PROVINCE: \_\_\_\_\_ POSTAL CODE: \_\_\_\_\_

TEL: \_\_\_\_\_ FAX: \_\_\_\_\_ TOLL-FREE: \_\_\_\_\_

E-MAIL: \_\_\_\_\_ WEBSITE: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

We would like to submit the following Door Prize(s):

DESCRIPTION: \_\_\_\_\_

VALUE: \$ \_\_\_\_\_

**Fax or Email CanNorth Shows Inc.**

Fax: (855) 361-2526 Email: info@cannorthshows.com