



## Show Brochure Advertising

**20,000 Copies for Distribution!**

AD SIZE (FULL COLOUR)	
Business Card	\$100.00
1/4 Page	\$200.00
1/2 Page	\$350.00
Full Page	\$550.00
Inside back or front cover	\$800.00
Back cover	\$1200.00

AD SIZE	COST
	\$
	\$
	\$
Design your ad as a Show Coupon & draw Traffic to your booth!	GST \$
	SUBTOTAL \$
	TOTAL \$

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

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

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

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

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

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

Cheque

MasterCard  VISA  Account Number: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_ Cardholder's Signature: \_\_\_\_\_

**Please see the next page for Artwork and Ad specifications**



## **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!**



## **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](mailto:info@cannorthshows.com)