

# CONFERENCE PROGRAM GUIDE

## ARTWORK SPECIFICATION AND ORDER FORM



BOOK YOUR ADVERTISING SPACE IN THE 2016 CONFERENCE PROGRAM

FULL PAGE -  
NO BLEED  
7.5" x 4.75"

*This allows for a 1/4" white border on each edge*

FULL PAGE -  
BLEED SIZE  
8.5" x 5.75"

*This size includes a 1/4" bleed on each edge*

### ADVERTISING SPECIFICATIONS:

Full Colour, Full Page Ads Only  
Horizontal Format, 8" width x 5.25" depth

### MECHANICAL REQUIREMENTS:

Size in inches, width x depth  
Trim Size (finished size) - 8" width x 5.25" depth  
Safe text area - 7.5" width x 4.75" depth

### PRODUCTION SPECIFICATIONS:

**DIGITAL FILES:** Preferred format is a High Resolution (300 dpi) PDF file, provided all the fonts are embedded, and all colour is converted to CMYK. Other acceptable formats are Adobe InDesign, and Adobe Illustrator files, if all graphics and fonts are also included.

### ARTWORK DELIVERY:

Email artwork to [design@canadianparking.ca](mailto:design@canadianparking.ca) and cc: [Carole@canadianparking.ca](mailto:Carole@canadianparking.ca). If artwork size exceeds 9 megs, please send an email to [design@canadianparking.ca](mailto:design@canadianparking.ca) and you will be sent a dropbox link to upload the artwork.

## IMPORTANT DEADLINES

**BOOKING DEADLINE:**  
**SEPTEMBER 26, 2016**

**MATERIAL DEADLINE:**  
**SEPTEMBER 30, 2016**



Canadian Parking Association  
Association canadienne du stationnement

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## ORDER FORM

OTTAWA   
OCTOBER 23-26 2016

### POSITIONS AVAILABLE ON A FIRST-COME, FIRST-SERVED BASIS.

<b>sold</b> Inside front cover	\$1,250 (plus applicable taxes)
<b>sold</b> Inside back cover	\$1,250 (plus applicable taxes)
<b>sold</b> Outside back cover	\$1,500 (plus applicable taxes)
Full colour inside page	\$1,000 (plus applicable taxes)

### IMPORTANT DEADLINES

**BOOKING DEADLINE:**  
**SEPTEMBER 26, 2016**

**MATERIAL DEADLINE:**  
**SEPTEMBER 30, 2016**

Company \_\_\_\_\_ Date \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ E-Mail \_\_\_\_\_

### PAYMENT DETAILS\*

FULL COLOUR INSIDE PAGE = \$ \_\_\_\_\_

+ HST 13% = \$ \_\_\_\_\_

Total CDN Funds = \$ \_\_\_\_\_

**PAYMENTS:** in Canadian funds by cheque or money order (payable to Canadian Parking Association),  
or Credit Card:  VISA  MasterCard  AMEX

CARD # \_\_\_\_\_ Expiry (mm/yy) \_\_\_\_ | \_\_\_\_

Card Holder Name \_\_\_\_\_ Signature \_\_\_\_\_