

CONFERENCE PROGRAM GUIDE

ARTWORK SPECIFICATION AND ORDER FORM (PAGE 2)



BOOK YOUR ADVERTISING SPACE IN THE 2017 CONFERENCE PROGRAM

ARTWORK SIZE FOR NON BLEED

3.5 inch x 8.5 inch

This size allows for 1/4" white edge

ARTWORK SIZE FOR BLEED

4.25 inch x 9.25 inch

This size includes a 1/8" bleed edge all round

ADVERTISING SPECIFICATIONS:

Full Colour, Full Page Ads Only
Vertical Format, 9" width x 4" depth

MECHANICAL REQUIREMENTS:

Size in inches, width x depth
Publication Size (trim size) - 4" width x 9" depth
Safe text area - 3.5" width x 8.5" depth

PRODUCTION SPECIFICATIONS:

DIGITAL FILES: Preferred format is a High Resolution (300 dpi) PDF file, provided all the fonts are embedded, crop marks plus bleed edge included, 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 and cc: Carole@canadianparking.ca. If artwork size exceeds 9 megs, please send an email to design@canadianparking.ca and you will be sent a dropbox link to upload the artwork.

IMPORTANT DEADLINES

BOOKING DEADLINE:

September 22, 2017

MATERIAL DEADLINE:

September 29, 2017



Canadian Parking Association
Association canadienne du stationnement

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ORDER FORM



Positions available on a first-come, first-served basis.

- Inside front cover \$1,250 (plus applicable taxes)
- Inside back cover \$1,250 (plus applicable taxes)
- Outside back cover \$1,500 (plus applicable taxes)
- Full colour inside page \$1,000 (plus applicable taxes)

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September 29, 2017

Company _____ Date _____

Contact Name _____ Title _____

Telephone _____ Fax _____ E-Mail _____

PAYMENT DETAILS*



ADVERTISEMENT COST = \$ _____

+ GST 5% = \$ _____

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 _____