



SHOW GUIDE ADVERTISING

Advertising Rates



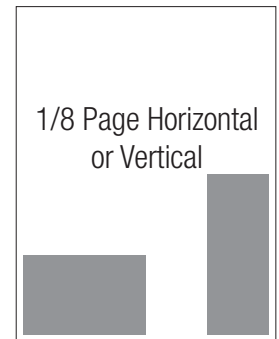
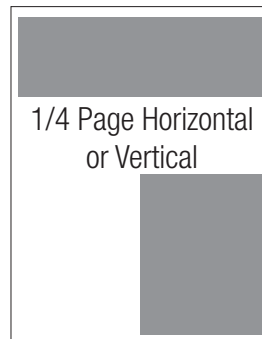
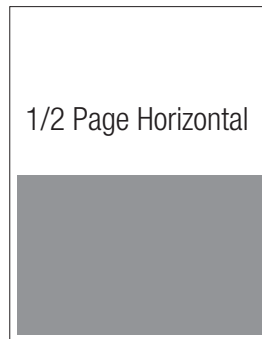
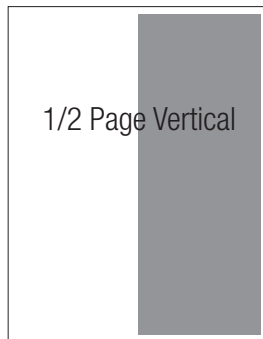
Show guide advertising space is now available!

Showcase your company with exposure to more than 20,000 attendees, and industry professionals! The Show Guide will include vendor listings, floor plan, editorial articles, special feature descriptions, prize information and more. Don't miss our new larger format. The Show Guide will be printed as an 8.5" x 11" magazine.

Size	Exhibitor Rate	Non-Exhibitor Rate
Full Page - Premium Position	\$750.00	\$937.50
Full Page	\$600.00	\$750.00
1/2 page - Premium Position	\$375.00	\$468.75
1/2 page	\$300.00	\$375.00
1/4 page	\$200.00	\$250.00
1/8 page	\$100.00	\$125.00

Reserve your space now!
Space is limited

Exhibitors receive 20% discount off base rates. Sponsors will receive an additional 15% off the exhibitor rate. Premium positions include interior front cover (FP), interior back cover (FP), and within the Exhibitor Directory (FP or HP). Priority for premium location will be given in order of payment received.



Deadline for print ready ads October 21, 2016

Deadline for ads that require formatting October 17, 2016 (additional fees may apply)

To book your ad space visit, <http://karmacreativesolutions.ca/caneastadvertising>

For more information, please contact:

David Riding

david@karmac.ca

(343) 777-5541

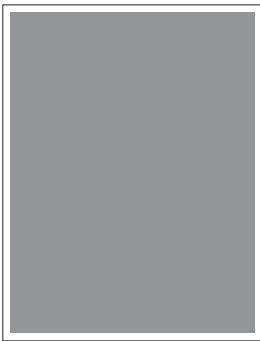


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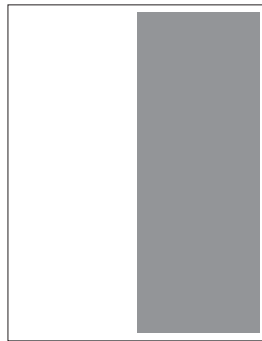
Mechanical Specifications



AD SIZES



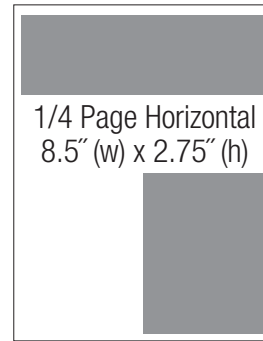
Full Page
8.5" (w) x 11" (h)



1/2 Page Vertical
4.25" (w) x 11" (h)

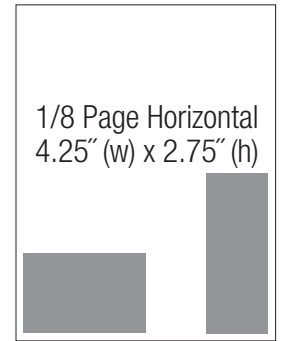


1/2 Page Horizontal
8.5" (w) x 5.5" (h)



1/4 Page Horizontal
8.5" (w) x 2.75" (h)

1/4 Page Vertical
4.25" (w) x 5.5" (h)



1/8 Page Horizontal
4.25" (w) x 2.75" (h)

1/8 Page Vertical
2.125" (w) x 5.5" (h)

Booking your ad and file specifications

The Ottawa Pet Expo Show Guide will accept High Resolution PDF files. All files should have fonts converted to outlines and include high resolution graphics (300dpi). Ads with bleeds should include a .125 inch bleed and trim marks. All graphics and colours should be converted to CMYK. Please note, any spot colors used in the design of your ad will be converted to CMYK. Ads that don't meet the specifications will be returned. If you are unable to fix your ad, Karma can fix it for a nominal fee. Invoice must be paid prior to publication. Payment and file upload can be completed at <http://karmacreativesolutions.ca/caneastadvertising>. Additionally, Artwork can be submitted directly to janna@karmacreativesolutions.ca.

Deadline

Print ready ads due by October 21, 2016, ads that require formatting due by October 17, 2016. Additional fees may apply for ads requiring formatting. Should you require assistance creating your advertisement, Karma Creative Solutions can assist you at a rate of \$88/hour.

Important Terms Regarding Artwork

Advertiser is responsible for submitting camera-ready artwork. Failure to submit artwork by the materials deadline may result in the advertisement not being in the final printed show guide. Caneast Shows will place advertiser's logo and URL in reserved space. No refunds will be made if advertiser does not provide artwork before materials deadline.