

# SHOW DIRECTORY PRINT ADVERTISING

## Mode Accessories Show



In addition to a free text listing, exhibitors in the Mode Accessories Show have the exclusive opportunity to advertise in the Show Directory. Circulation to buyers at the show is 3000. Space is limited, so book your ad early.

### **Print Advertising Rates – Booking deadline: December 21, 2016**

*Please note that the Show Directory is a digest size book.*

<b>Black &amp; White</b>		<b>Cost</b>	<b>Full Colour</b>		<b>Cost</b>
Full Page	4.5"x 7.25"	\$475.00	Outside Back Cover	4.5" x 7.25"	\$825.00
Half Page	4.5"x 3.5"	\$350.00	Inside Front or Back Cover	4.5" x 7.25"	\$695.00
			Full page	4.5" x 7.25"	\$595.00
			Half page (horizontal)	4.5" x 3.5"	\$450.00

**Bleed:** An extra \$75 will be added to the cost of any ad with a bleed.

**Production Requirements:** All advertising submissions must be completed layouts, in accordance with the dimensions stated above. Show Management will not accept unfinished ads. If production work or layout adjustment is required to prepare ad to print-ready stage, additional charges will be billed to the advertiser. Please supply all linked files and fonts as well as a digital file of the finished ad; in a format compatible with Quark Express or Adobe InDesign programs (.indd, .qxp, .ai, .psd, .eps, .tiff). For best results, photos in the layout should be in high resolution and linked. Black and white photos should be well lit with good contrast.

**Submitting the Ad File :** Please upload the digital file of the ad and a pdf proof to [www.wetransfer.com](http://www.wetransfer.com), using email address [modetransfer@gmail.com](mailto:modetransfer@gmail.com). (Note, the WeTransfer Plus option is not required.) Please send a separate confirmation email to [modetransfer@gmail.com](mailto:modetransfer@gmail.com) to notify Mode Accessories that your ad files have been sent via wetransfer. Note that file transfer links expire after 7 days. **Artwork deadline: January 6, 2017.**

### **Post Card/Flyer Insertion** \$595.00 (circulation: 3000)

Maximum size is 4" x 10.5". Advertiser must supply 3000 cards, which are to be delivered to the Show Office during Move-in on Saturday. Show staff will hand insert each card into the show guide which is given to buyers attending the show. Please supply a sample or mock up with your order.

**Booking Deadline: December 21, 2016**    **Material Deadline:** 3000 units delivered to show office on Move-in day.

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## Print Advertising Order – book ad space by Dec 21, 2016, artwork due Jan 6, 2017.

Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Tel: \_\_\_\_\_

Please reserve the following advertising space according to the colour and size checked below:

<b>Black &amp; White</b>		<b>Cost</b>	<b>Full Colour</b>		<b>Cost</b>
<input type="checkbox"/> Full Page	4.5"x 7.25"	\$475.00	<input type="checkbox"/> Outside Back Cover	4.5" x 7.25"	\$825.00
<input type="checkbox"/> Half Page	4.5"x 3.5"	\$350.00	<input type="checkbox"/> Inside Front or Back Cover	4.5" x 7.25"	\$695.00
			<input type="checkbox"/> Full page	4.5" x 7.25"	\$595.00
			<input type="checkbox"/> Half page (horizontal)	4.5" x 3.5"	\$450.00

**Bleed:** \$75

**Card or Flyer Insertion:** \$595.00 (Advertiser to supply 3000 inserts, delivered to Show office on move-in day of the show)

Total cost of advertising is \$ \_\_\_\_\_ (please add 13% HST).

Cheque attached, payable to Mode Accessories. (Mail to 220 Duncan Mill Rd, Ste 618, Toronto, ON M3B 3J5.)

Payment by Visa # \_\_\_\_\_ Exp Date \_\_\_\_\_

Signature: \_\_\_\_\_

Advertising space is limited. Payment must accompany insertion order. For further information please call Alice Chee at (416) 510-0114 or fax (416) 510-0165.