

# CALGARY HOME +DESIGN SHOW

Space is Limited,  
Book Your Ad Today!

COMPANIES A-Z

Casey Matulic

403.542.1649

caseym@mpeshows.com

## Show Guide Ad Specifications

Ad submission deadline Friday, July 20th, 2015.  
All ads will be printed full colour process.

### AD SIZES & PRICE

SIZE	PRICE	WIDTH	HEIGHT
1/4 page	\$600	3.1667"	4.6042"
1/2 page	\$1,000	6.5"	4.6042"
Full page	\$1,800		
Back cover	\$3,500		
Inside cover	\$3,000		
Live		7.5"	10.75"
Trim		7.75"	11"
Bleed		8"	11.25"
Two page spread	\$3,250		
Live		15.25"	10.75"
Trim		15.5"	11"
Bleed		15.75"	11.25"

### ACCEPTED FILE FORMATS

Final supplied advertising material should be sent in one of the following formats only:

- Illustrator eps type converted to outlines OR
- pdf minimum 300 dpi, with type converted to outlines

Files which are not sent in the above formats will incur set-up charges at a rate of \$85/hr.

### PRODUCTION NOTES

- For optimum quality, please embed photos (tiff or eps) at minimum 300 dpi
- Compression zip or stuffit
- Bleed add minimum .125" bleed on all files

Revisions will be charged to your company by Free Agency Creative at the hourly rate of \$85/hr.

### SUBMISSION

Files under 4MB can be emailed to Megan Barnes. Please enter the following in the subject line: "CHDS Ad Submission for (Your Company Name Here)" with the following information: file name, format, size, contact name, company name, phone number and special instructions.

For files over 4MB, they can be uploaded to [transfer.freeagencycreative.com](http://transfer.freeagencycreative.com)  
username **CHDS\_ADS**  
password **chdsads**

### NEED AN AD DESIGNED OR HAVE ANY QUESTIONS?

Contact Megan Barnes at 604 251 9919 or [megan@freeagencycreative.com](mailto:megan@freeagencycreative.com)

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## Online Advertising Specifications

Online advertising. It used to be the way of the future – now it's the way to get the best bang for your marketing buck by targeting a highly specialized group of homeowners.

With opt-in only eBlasts and thousands of unique visitors to our website leading up to the show, our clientele is composed exclusively of exactly the design divas, home renovation hopefuls and entertaining ingénues you want in your inner circle. Read on and learn how to keep your business top-of-mind all year round, drive traffic to your website and get extra promotion by capitalizing on our pre-show eBlasts and website advertising opportunities.

### EBLAST ADVERTISING OPPORTUNITIES

Database: 37,100+ and growing

AD TYPE	SIZE	PRICE
Horizontal Ad	415 pixel w x 120 pixel h	\$500
Editorial link	30 - 50 words of editorial & 140 pixel x 140 pixel logo	\$500
eBlast sponsor	All of the above	\$1,500

### WEBSITE ADVERTISING OPPORTUNITIES

Unique visitors: 25,328 six months prior to show (www.calgaryhomeshow.com)

AD TYPE	SIZE	PRICE
Right side banner	160 pixel w x 600 pixel h	\$1,500
Top banner	728 pixel w x 90 pixel h	\$1,500

### ACCEPTED FILE FORMATS

Final supplied images should be sent in jpg or gif format only. Animation accepted in anim-gif format only—no Flash, please. Please ensure files are under 20kb for web advertising, and under 100kb for eBlast advertising. Animations must run for less than 10sec.

### SUBMISSION

Submissions can be emailed to your sales representative. Please enter the following in the subject line: "CHDS Ad Submission for (Your Company Name Here)" with the following information in the email: file name, format, size, contact name, company name, phone number and special instructions.

Contact your sales representative at 403 253 1177.

EBLAST ADVERTISING VISUAL REFERENCE

CALGARY HOME + DESIGN SHOW

EBLAST ADVERTISING  
Horizontal Banner  
415 pixel w x 120 pixel h

EBLAST ADVERTISING  
Editorial & Link  
30 -50 words of text  
& 140 pixel x 140 pixel logo

HORIZONTAL BANNER



EDITORIAL & LINK



WEBSITE ADVERTISING VISUAL REFERENCE

WEBSITE ADVERTISING  
Right Side Banner  
160 pixel w x 600 pixel h  
Top Banner  
728 pixel w x 90 pixel h

