

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

NEED AN AD DESIGNED OR HAVE ANY QUESTIONS?

Contact Megan Barnes at 604 251 9919 or megan@freeagencycreative.com



Space is Limited, Book Your Ad Today!

COMPANIES A-Z

Casey Matulic 403.542.1649 caseym@mpeshows.com

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 10 sec.

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.

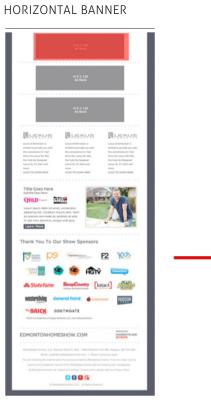
Contact your sales representative at 403 253 1177.

EBLAST ADVERTISING VISUAL REFERENCE



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



EDITORIAL & LINK



WEBSITE ADVERTISING VISUAL REFERENCE

Top Banner HP OPPORTUNTIES MEDIA MATERIALS Right Side ALCAR EXHIBITOR LISTING LOGIN LOGIN HOME +DESIGN Banner SHOW f 🖻 🛛 🕒 🔠 in BUY TICKETS RENDS MARK YOUR CALENDARS IFRF IT SEPTEMBER 18-21, 2014 **BMO CENTRE** SUBSCRIBE NOW SAVE S3 BUY TICKETS E DISCOUNT COURTESY OF SHOW HIGHLIGHTS Main Stage The Calgary Home + Design Show is the ultimate authority on all things lifesty Whether you're leading for the perfect paining for your living room or considering compare lettere removation, or simply hasting findens for a delicate evening of entertaining, you'll find sever lingight, introductor, and inspiration for hing well at the severe - you example. There you want to be a submitted on the severe of the severe - you example. HomeStars Designing with the stars! Look no further than the Main Stage for the ultimate inspiration.

website Advertising **Right Side Banner** 160 pixel w x 600 pixel h **Top Banner** 728 pixel w x 90 pixel h