

# PRE-SHOW GUIDE & PLANNER ADVERTISING



**Delegates pre-plan well in advance. Make sure you get on their plan! Tell them what you have to offer and where your booth will be.**

- The Pre-Show Guide and Planner will be delivered to the full circulation of Daily Commercial News subscribers – that's over 14,000 readers\*! (\*Metroline Readership Study, 2008)
- PLUS bonus circulation to key construction decision makers.
- Your advertising message will drive delegates to your booth.
- Book a display ad of one half page or larger and get a FREE showcase ad (no restrictions or time limits) Book before September 18 and get FREE COLOUR.

## ADVERTISING SIZES AND RATES

### Display Advertising

(colour options available)

1/4 Mag Page Horizontal	(7-1/2"W x 2-3/8"H)
1/4 Mag Page Standard	(3-11/16"W x 4-13/16"H)
1/3 Mag Page Square	(4-15/16"W x 4-13/16"H)
1/2 Mag Page Horizontal	(7-1/2"W x 4-13/16"H)
1/2 Mag Page Vertical	(3-11/16"W x 10"H)
1/2 Mag Page Island	(4-15/16"W x 6-1/2"H)
Full Mag or Tabloid Page	(7-1/2"W x 10"H)
Special Position: Guaranteed position add 15% to space charge	

### Pre-Show Planner Advertising

(colour options available)

Planner Banner	(6-1/2"W x 1-1/2"H)
Planner Lug	(3"W x 1-1/2"H)

### Limited Quantity Items

Outside Back Cover	<b>SOLD</b>
Inside Back Cover	<b>SOLD</b>
Inside Front Cover	<b>SOLD</b>

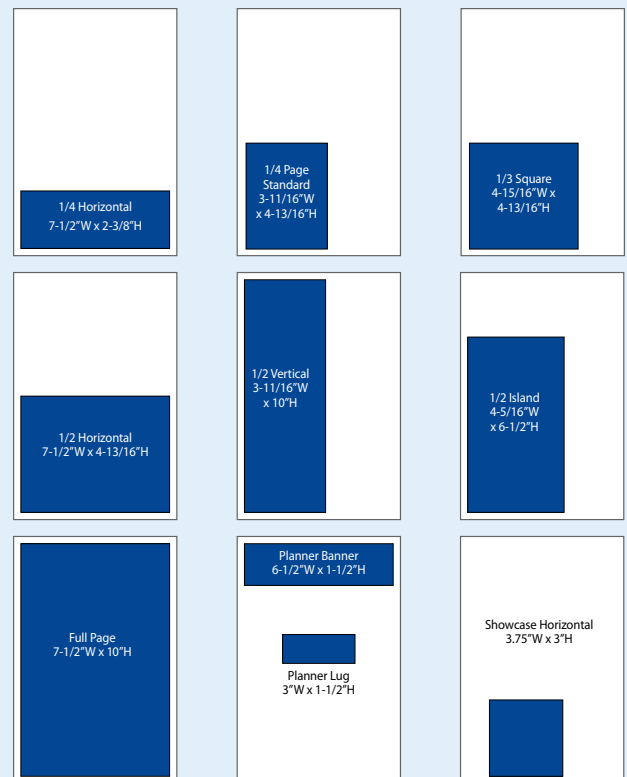
### Showcase Advertising

Showcase Horizontal	(3.75"W x 3"H)
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### To book your ad please contact:

Phone: 1-800-465-6475 ext 5531 Email: salescanada@reedbusiness.com

Orders due by September 18, 2009 for FREE COLOUR. All orders are due by October 21, 2009. Materials due by October 28, 2009.



### Mechanical Requirements

Trim Size:	8-1/4" x 10-3/4"
Bleed:	1/8" Beyond trim
Image Area:	7-1/2" x 10"
Resolution:	2,400 DPI
Cover Stock:	80lb Gloss
Frequency:	150 LPI
Body Stock:	P80

### Color & Extra Options

Four-colour Process
PMS or matched colours
Standard 2nd colours and process colours, per colour
Exhibitor Bold Listing
Logo Listing
Boxes Listing