

# CALGARY HOME +GARDEN SHOW

**FEB 25-28**  
**BMO CENTRE**  
**STAMPEDE PARK**

Space is Limited,  
Book Your Ad Today!

Companies A-J  
**Kim Meroniuk**  
403.253.1177 ext. 208  
kimm@mpeshows.com

Companies K-Z  
**Casey Matulic**  
403.542.1649  
caseym@mpeshows.com

## Show Guide Ad Specifications

Ad submission deadline Friday, January 8th, 2016. 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: "CHGS 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 **CHGS\_upload**  
password **chgs2015**

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

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

Show websites target advertising directly to your best customers...

Why spend advertising dollars on marketing your goods and services outside of your target market area? The active buyers visiting the home show search online for goods and services, both before and after the event - *they are your customers.*

All ads are displayed in rotation on all pages of the website.

Flash files must contain an embedded link: <http://yourlink.com>

## Medium Rectangle

SIZE: 300 x 250 pixels  
ROTATION: Yes  
FORMAT: JPEG, GIF, PNG or SWF

Click-thru to your domain  
Appears in middle of home page  
and right side of internal pages

# MARKETPLACE | EVENTS

## Email Banner Ad - File Specifications

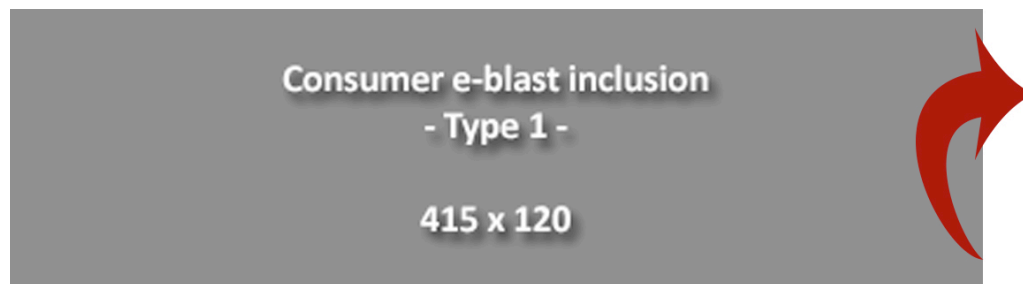
### Horizontal Banner – Type 1

Ad appears in specified consumer email (415 x 120 pixels)

Placement will be in middle of email content, below main show feature information

Maximum spots available = 3

- File Types Accepted: gif, jpg
- Pixel Width: 415
- Pixel Height: 120
- Maximum File Size: 60K
- Resolution: 72 dpi
- Target URLs: One target URL accepted



### Small Image or Logo – Type 2

Ad appears in specified consumer email (140 x 140 pixels)

Placement will be in middle of email content, one of three columns, below main show feature information Small image may be accompanied by advertorial text copy up to 50 characters in length.

Maximum spots available = 6

- File Types Accepted: gif, jpg
- Pixel Width: 140
- Pixel Height: 140 (maximum, size may be less than 140 high)
- Maximum File Size: 40K
- Resolution: 72 dpi
- Target URLs: One target URL accepted

