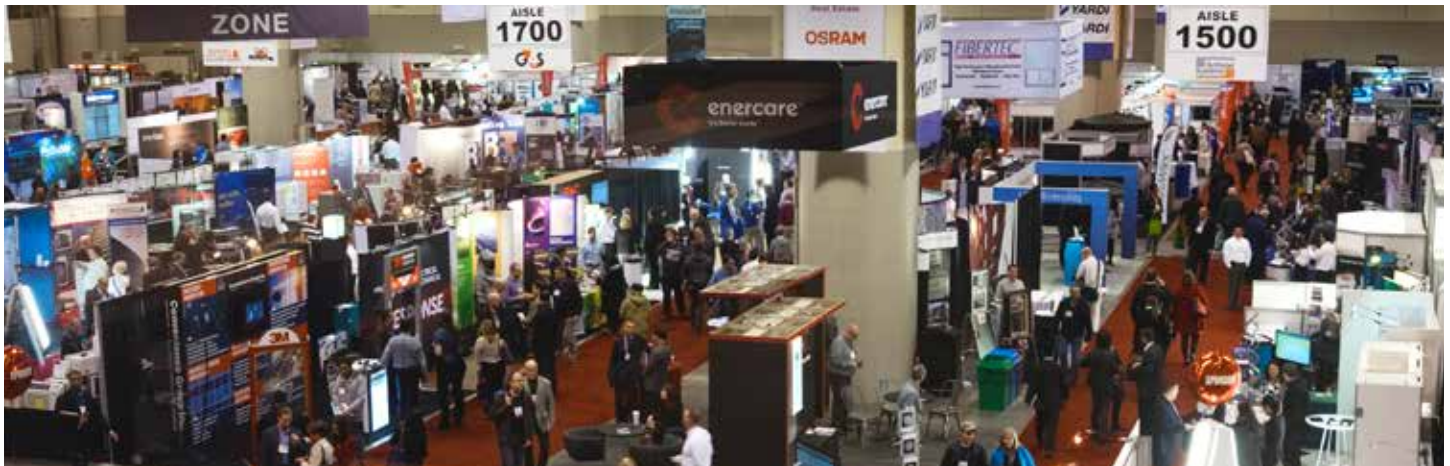


November 30 – December 2, 2016  
Metro Toronto Convention Centre, South Building



# SHOW GUIDE ADVERTISING @ THE BUILDINGS SHOW

North America's largest annual exposition, networking and educational event for design, construction and real estate.



## AT-SHOW EXPOSURE

Increase your exposure and elevate your brand by advertising in the 2016 Show Guide including Construct Canada, PM Expo, HomeBuilder & Renovator Expo, World of Concrete Pavilion and IIDEXCanada.

**Over 30,000 influential buyers and decision-makers of the design, construction and real estate industries** will attend the Show to experience **more than 1,600 exhibits and 350 seminars and demonstrations.**

The Show Guide is now available in both the North and South Buildings, increasing the distribution and your reach! The Show Guide's sleek modern design and convenient format ensures that it's a guide our attendees will want to hold onto.

## POST-SHOW EXPOSURE

We know from our post show surveys that Attendees refer to the Show Guide throughout the year which is why we have made changes to the format / layout. We have also introduced new Special Packages which include additional online exposure on [www.buildingscanada.com](http://www.buildingscanada.com), a world-class network comprised of features such as educational webinars, product showcases, market reports, breaking news and more. Packages include online display banner ads and product showcase videos.

## BOOK YOUR AD BY CONTACTING:

Frank Scalisi, Director of Sales

- Telephone: (416) 512-3815
- Fax: (416) 512-3857
- Email: [frank.scalisi@informa.com](mailto:frank.scalisi@informa.com)

[Alternatively, complete and submit our online Booking Order Form](#)

### IMPORTANT

**Sales Closing:** Friday, October 7, 2016

**Material Deadline:** Friday, October 14, 2016

**Distribution:** November 30 - December 2, 2016

## ADVERTISING RATES

### Standard Pages

Full Page **\$2,950**

1/2 Page **\$2,100**

1/3 Page **\$1,650**

### Premium Pages

Double Page Spread **\$6,950**

Inside Front Cover - South **\$4,950**

Inside Front Cover - North **\$4,950**

Show Divider Page **\$3,950** (2 Available)

### Special Packages

Full Page Ad + Expanded Company Listing + Online Display Banner Ad (Nov 1<sup>st</sup> – Dec 31<sup>st</sup>, 2016) - **\$3,450**

Full Page Ad + Onsite Product Showcase Video + Online Display Banner Ad (Oct 1<sup>st</sup> – Dec 31<sup>st</sup>, 2016) - **\$4,250**

2 Full Page Ads in both South & North Sections - **\$4,950**



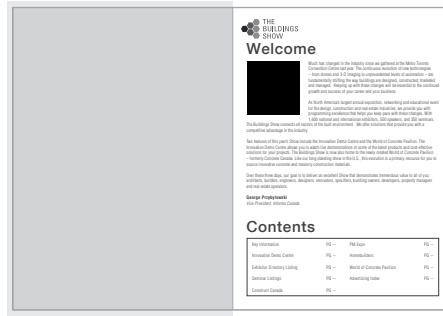
part of



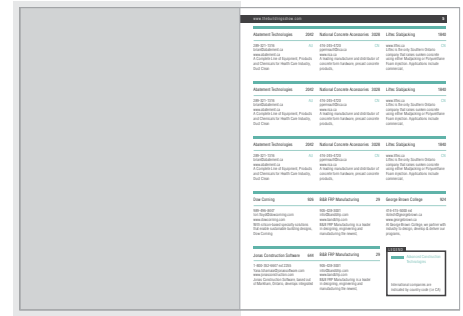
# AD MECHANICAL REQUIREMENTS



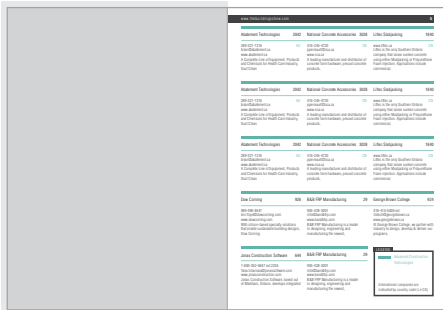
**Double Page Spread**  
12" X 8.25"  
\$6,950



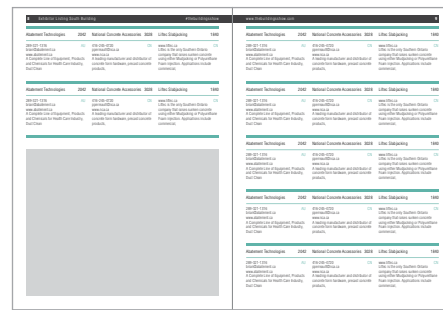
**Inside Front Cover**  
6" X 8.25"  
\$4,950



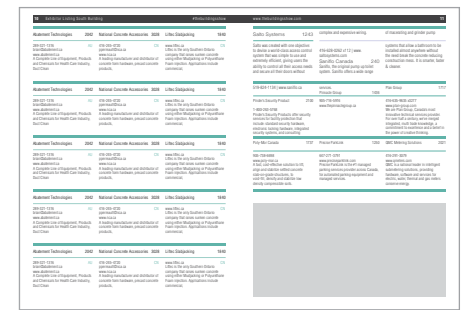
**Show Divider Page**  
(Back side) Full Page  
6" X 8.25"  
\$3,950



**Full Page Trim Size**  
6" X 8.25"  
\$2,950



**1/2 Page Trim Size**  
5.25" X 4"  
\$2,100



**1/3 Page Trim Size**  
5.25" X 2.55"  
\$1,650

**BLEED:** 6.125" x 8.375" (For full page ads, please include a 0.125" bleed on all edges)

**TYPE SAFETY AREA:** 5.25" x 7.5" (For margins, please allow a 0.375" on all sides)

*Layouts show representation of ad size in relation to the page.*

*Please consult the appropriate section above for exact size specs for your ad.*

## DIGITAL FILE REQUIREMENTS

We require all ads digitally, as high resolution, press quality, flattened CMYK artwork. The following are acceptable file formats, in order of preference:

- PDF
- Illustrator AI, or EPS file with fonts and strokes created to outline, and high-resolution images embedded (300DPI+at 100% of size)
- Photoshop tiff file, minimum of 300 DPI, and sized to 100% with fonts rasterized and all layers flattened
- Photoshop jpg file, minimum of 300 DPI, and sized to 100% Adobe InDesign file with all supporting images and fonts

## SENDING ARTWORK

All files are to be posted on our FTP site.

**URL:** <https://informa.brickftp.com/>

**Username:** ICAUpdown

**Password:** UpDownload!

Follow up with an email specifying the size of ad you booked and the Show that you are exhibiting in.

Include your company name and size of ad in the file name.

**If you have any questions regarding your material submission, please contact [linda.bui@informa.com](mailto:linda.bui@informa.com) with *Show Guide Advert* in the subject line.**

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