

# BOOST YOUR REACH @ THE BUILDINGS SHOW

Unique Opportunities to Amplify Your Brand, Showcase Your Latest Products and Share Your Expertise

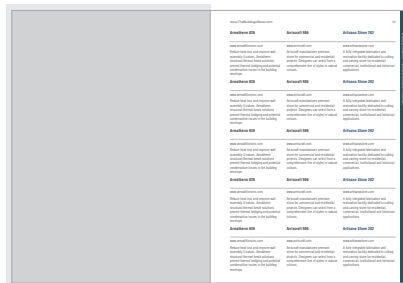
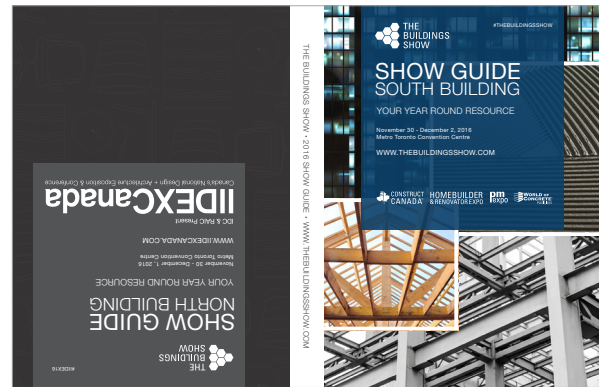
Over 30,500 influential buyers and decision-makers of the design, construction and real estate industries will attend the Show to experience 1,600+ exhibits and 350+ seminars and demonstrations. Connect with this highly targeted audience, before, during and after the Show, through:

**IMPORTANT**  
**Sales Closing:** Friday, October 6, 2017  
**Material Deadline:** Friday, October 13, 2017  
**Distribution:** November 29 - December 1, 2017

## SHOW GUIDE ADVERTISING

Increase your exposure and drive traffic to your booth. Attendees refer to the Show Guide throughout the year, making it a great industry resource.

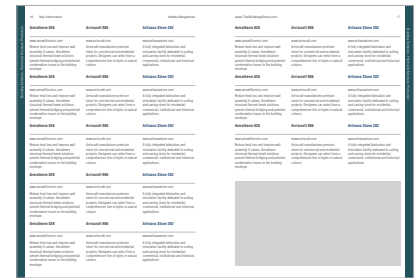
<b>Expanded Company Listing</b>	<b>\$500</b>
<b>Full Page Ad</b>	<b>\$2,950</b>
<b>1/2 Page Ad</b>	<b>\$2,100</b>
<b>1/3 Page Ad</b>	<b>\$1,650</b>
<b>Double Page Spread</b>	<b>\$6,950</b>
<b>Inside Cover Ad</b> (North & South Available)	<b>\$4,950</b>
<b>Show Divider Page Ad</b> (North & South Available)	<b>\$3,950</b>



**Full, Inside Cover & Divider Ads**  
 6" X 8.25" (Double Page Spread 12" X 8.25")



**1/2 Page Ad**  
 5" X 4"



**1/3 Page Ad**  
 5" X 2.55"

**Trim:** 6" x 8.25"

**Bleed:** 6.25" x 8.50" (For full page ads, please include a 0.125" bleed on all edges)

**Type Safety Area:** 5" x 7.5" (For margins, please allow a 0.4" on all sides)

### 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 (300 DPI+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

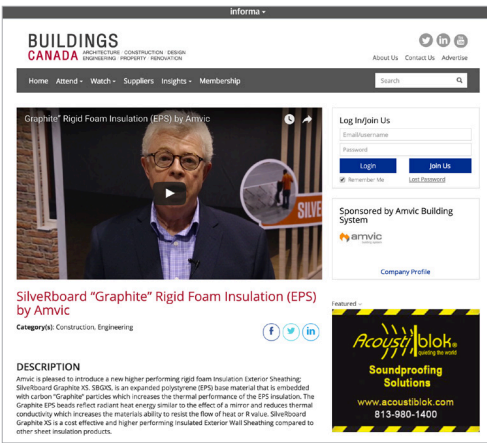
All files are to be posted on our FTP site:

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

**Username:** ICAUpdown

**Password:** UpDownload!

Follow up with an email specifying the size of the ad you booked and the Show that you are exhibiting in. Include your company name and size of ad in the file name.

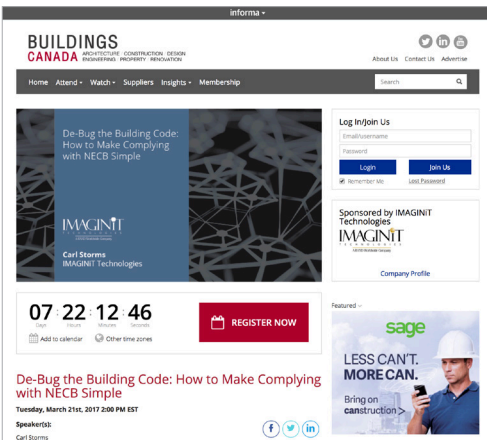


## IN-BOOTH PRODUCT VIDEO

Showcase your latest products with a with a 2 to 5 minute video. Your video will be published on [BuildingsCanada.com](http://BuildingsCanada.com) and promoted across our social media channels and e-communications.

**Pre-Show Product Video** (filmed at your office) **\$3,500**

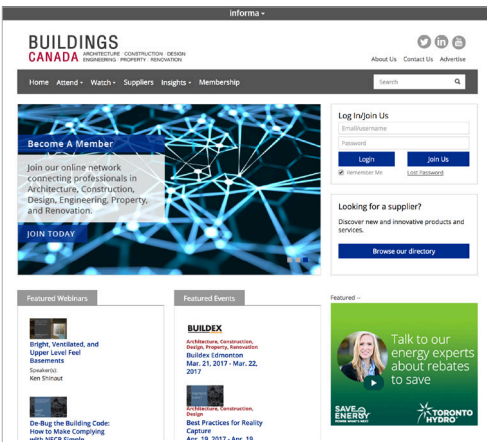
**In-Booth Product Video** (filmed at the Show) **\$1,500**



## LIVE AND ON DEMAND WEBINAR

Host a live webinar presented by a speaker of your choice, on a topic of your choice. Your webinar will be published on [BuildingsCanada.com](http://BuildingsCanada.com) and promoted across our social media channels and e-communications.

**Live and Interactive Webinar** **\$2,950**



## ONLINE DISPLAY BANNER ADS

Increase your online profile and drive traffic to your website through a BuildingsCanada.com featured home page banner ad (300X250px) and/or a newsletter banner ad (728X90px).

**Website Big Box Banner Ad** (One Month) **\$500**

**Website Big Box Banner Ad** (Three Months) **\$1,000**

**Newsletter Strip Banner Ad** (One Month) **\$500**

**Newsletter Strip Banner Ad** (Three Months) **\$1,000**

## SPECIAL DISCOUNTED PACKAGES

**Full Page Ad + Expanded Company Listing + Online Display Banner Ad** (Three Months) **\$3,850**

**Full Page Ad + In-Booth Product Video + Online Display Banner Ad** (Three Months) **\$4,850**

**Full Page Ad + Live Webinar + Online Display Banner Ad** (Three Months) **\$5,950**

**For Construct Canada, HomeBuilder & Renovator Expo and World of Concrete Pavilion inquiries, please contact:**

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**For PM Expo inquiries, please contact:**

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