

# Boost Your Reach

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

**GET READY** for some big changes in 2018 as STONEX Canada joins World of Concrete Pavilion and HomeBuilder & Renovator Expo in the North Building and Construct Canada and PM Expo expand in the South. All shows combined allows you to reach customers of the entire building, construction and real estate industry at one single event, The Buildings Show.

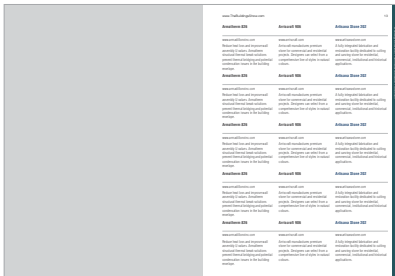
Through this new and exciting expansion, we are strengthening our offering and are providing an enhanced and targeted experience for our attendees, exhibitors and sponsors, before, during and after the Show. Connect with this expanded audience of multidisciplinary professionals and explore new opportunities to showcase your brand.

### Show Guide Advertising

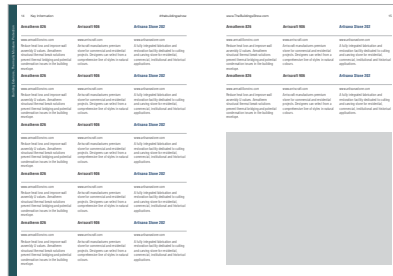
Increase your exposure and drive traffic to your booth by advertising in the Show Guide available to 30,000 attendees in both the North and South Buildings. Attendees refer to the Show Guide throughout the year, making it a great industry resource:

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

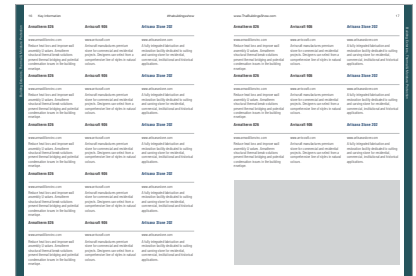
### ADVERTISEMENT SIZES



**Full, Inside Cover & Divider Ads**  
6" X 8.25"



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



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

### DIGITAL FILE REQUIREMENTS

- 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)

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

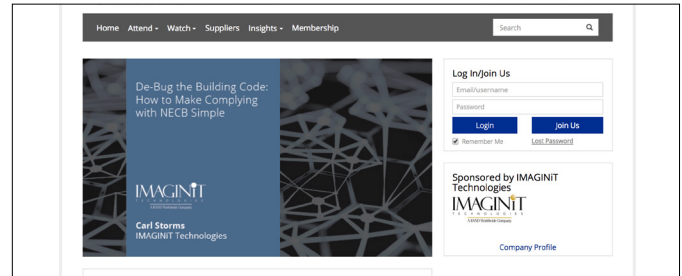
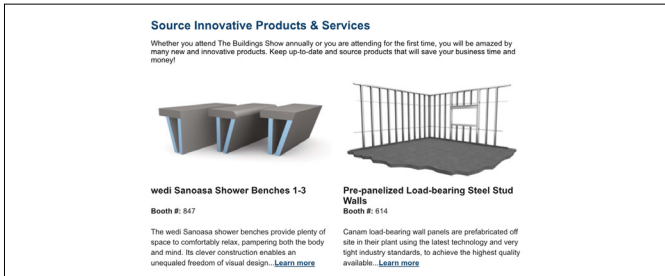
All files are to be posted on our FTP site:

- 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.

### Important Dates

<b>Sales Closing:</b>	Friday, October 5, 2018
<b>Material Deadline:</b>	Wednesday, October 17, 2018
<b>Distribution:</b>	November 28 - 30, 2018



## \*NEW Discovery District - Product Display

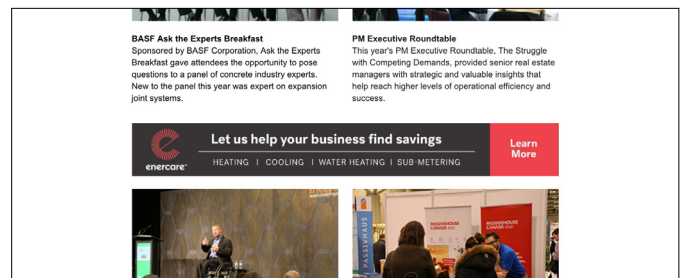
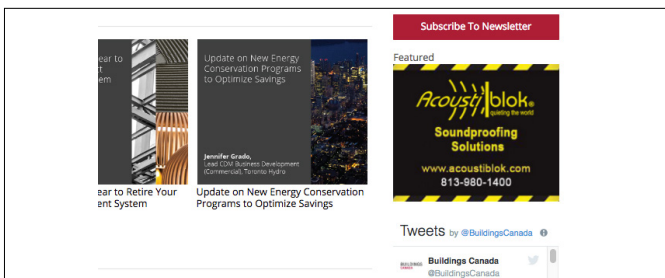
New this year, submit your new and innovative product for inclusion in our Discovery District. Selected products will be featured on the Show Floor in a prime location, across our communication channels and in our online Product Showcase until September 2019.

**Onsite & Online New Product Display** \$950

## Live & On Demand Webinar

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

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



## Website Banner Ads

Increase your online profile and drive traffic to your website through a [BuildingsCanada.com](http://BuildingsCanada.com) featured home page banner ad (300 x 250px) seen by 10,000+ site visitors monthly.

**Website Big Box Banner Ad** (One Month) \$500  
**Website Big Box Banner Ad** (Three Months) \$1,000

## Newsletter Banner Ads

Increase your online profile and drive traffic to your website through a [BuildingsCanada.com](http://BuildingsCanada.com) featured newsletter banner ad (728 x 90px) sent to 50,000+ subscribers.

**Newsletter Strip Banner Ad** (One Month) \$500  
**Newsletter Strip Banner Ad** (Three Months) \$1,000

Special Discounted Packages	
Full Page Ad + Expanded Company Listing + Website or Newsletter Banner Ad (Three Months)	\$3,950
Full Page Ad + Expanded Company Listing + New Product Display	\$3,950
Full Page Ad + Live Webinar + Website or Newsletter Banner Ad (Three Months)	\$5,950

## Connect With:

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 \*STONEX Canada & International Exhibits

