

Show Guide Advertising

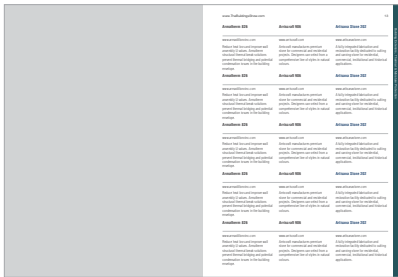
The Buildings Show is expanding with the addition of our PropTech showcase, Buildings Connect. Explore technology innovations and connect with transformation influencers at HomeBuilder & Renovator Expo and World of Concrete Toronto Pavilion in the North Building and Construct Canada and PM Expo in the South Building. All shows combined allows you to reach customers of the entire building, construction and real estate industry at one single event.

Increase your exposure and drive traffic to your booth by advertising in the Show Guide which is a year round industry resource.

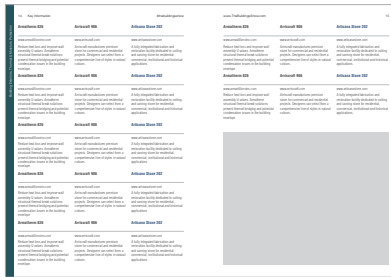
Advertising Opportunities

Expanded Company Listing	\$500	Double Page Spread Ad	\$6,000
Full Page Ad	\$3,000	Inside Cover Ad	\$5,000
1/2 Page Ad	\$2,200	Divider Page Ad	\$4,000
1/3 Page Ad	\$1,700		

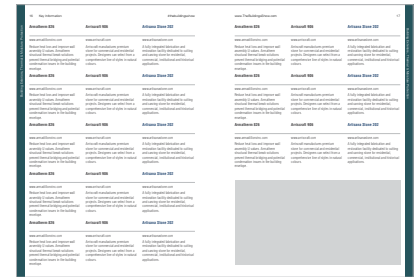
ADVERTISEMENT SIZES



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

Sales Closing:	Oct. 1, 2019
Material Deadline:	Oct. 15, 2019
Distribution:	Dec. 4-6, 2019

Digital Advertising



Discovery District - Product Display

Submit your new and innovative product for inclusion in our Discovery District. Selected products will get a static display 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 \$750



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 and promoted across our social media channels and e-communications. The opted-in registration list will be provided.

Live & Interactive Webinar \$3,000



Website Banner Ads

Increase your online profile and drive traffic to your website through a 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 featured monthly newsletter banner ad (600 x 100px) 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 + Discovery District - Product Display	\$3,750
Full Page Ad + Expanded Company Listing + Website or Newsletter Banner Ad (Three Months)	\$4,000
Full Page Ad + Live Webinar + Website or Newsletter Banner Ad (Three Months)	\$6,000