

# TATTOO & ARTS FESTIVAL

## Official Show Guide 2020 Advertising Rates & Specs

Single out your company, organization, shop or booth by advertising in our official show guide. This tailored, comprehensive guide is hand delivered directly to 5,000+ consumers upon entering our shows. Don't miss this opportunity to showcase your company!

### Advertising Schedule

Show Dates	Booking Deadline	Artwork Deadline
Edmonton April 24-26	April 3rd	April 10th

### Advertising Rates

Ad Sizes	Rates**
Full Page*	\$750 plus GST
1/2 Page	\$500 plus GST
1/4 Page	\$275 plus GST

### Advertising Specifications

#### FULL PAGE WITH BLEED

8.75 wide x 11.25" deep

**Trim Size**  
8.5 x 11"

**Live Area**  
8 x 10.5"

**1/2 PAGE NO BLEED**  
7.5 wide x 5" deep

**Trim Size**  
7.5 x 5"

**Live Area**  
6.75 x 4.25"

**1/4 PAGE NO BLEED**  
3.75 w x 4.9" d

**Trim Size**  
3.75 x 4.9"

**Live Area**  
3 x 4.15"

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Size of Ad: \_\_\_\_\_

Subtotal: \_\_\_\_\_

G.S.T. \_\_\_\_\_

Total: \_\_\_\_\_

#### Payment Info:

Visa/MC \_\_\_\_\_

Exp. \_\_\_\_\_ CVV# \_\_\_\_\_

Card Holder: \_\_\_\_\_

I hereby authorize Canwest Productions Inc. to process the above total to my MasterCard/Visa.

Signature \_\_\_\_\_

- All artwork should be in **CMYK colour**.
- Acceptable file formats are **high resolution PDF or EPS**
- Files should be a minimum of **300dpi**.
- Do not include crop marks or any other printer's marks.
- Page sizes indicated already include bleed where necessary.
- We cannot guarantee 100% colour accuracy.

For any questions regarding artwork submissions contact Marvin Tempel at [marvin@canwestproductions.com](mailto:marvin@canwestproductions.com)

Please send your final artwork to your sales representative [dr@canwestproductions.com](mailto:dr@canwestproductions.com)

#### Page Size & Bleed Area (submit your ad at this size)

The area used for ink to "bleed" off the edges of the page so that no white edges occur when the publication is cut to Trim Size.

#### Trim size

The actual physical size of the finished publication.

#### Live Area

The area of the page occupied by the ad's images and text. All images and text **must** be within the boundaries of this area, except images which are intended to "bleed" off the page.