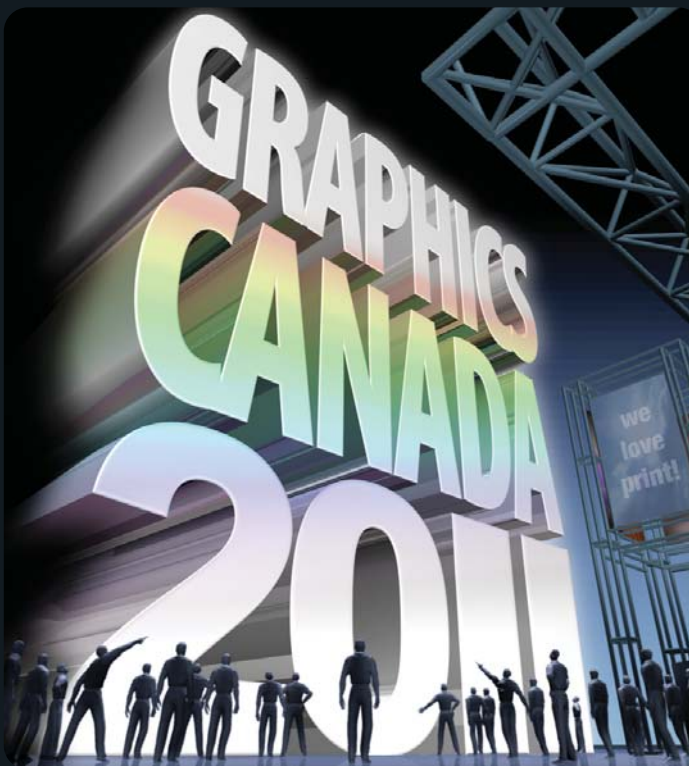


GRAPHICS CANADA OFFICIAL SHOW GUIDE



PrintAction and Graphics Canada have joined forces for 2011

PRINTACTION



PrintAction is the official media partner of Graphics Canada 2011

November 10-12th • Toronto International Centre

To reserve new booth space and to advertise in the official show guide contact:

Sara Young • 416.665.7333 ext 31 • sara@printaction.com

Stephen Longmire • 416.665.7333 ext 26 • stephen@printaction.com



PrintAction is proud to present the Canadian Printing Awards on November 10th • Toronto International Centre

For entry details, sponsorship information and tickets visit www.printaction.com/CPA

2011 GRAPHICS CANADA OFFICIAL SHOW GUIDE AD RATES

Full Page

Trim Size:
6" x 9"

Live Area:
5" x 8-1/2"
Offset 1/4" to the right

Bleed Size:
6-1/4" x 9-1/4"

Half Page Vertical

2-3/8" x 8-1/2"

Half Page Horizontal

5" x 4-1/8"

Quarter Page

2-3/8" x 4-1/8"

Full Page: \$2,100

Trim: 6" x 9" Live: 5" x 8-1/2"
Bleed: 6-1/4" x 9-1/4"

\$1,270

Half Page Vertical
2-3/8" x 8-1/2"

\$1,270

Half Page Horizontal
5" x 4-1/8"

\$750

Quarter Page
2-3/8" x 4-1/8"

Cover Positions*: Inside Front Cover: \$2,730 • Inside Back Cover: \$2,275 • Outside Back Cover: **SOLD**

**Contact us for cover ad specs*

Digital File Requirements:

Preferred file format is press-ready PDF. Native files are also accepted in QuarkXPress, InDesign, Illustrator and Photoshop. All files and media must be compatible with a Macintosh environment. Files should be built to the exact size the ad is to run. Full page ads require 1/8" bleed on all sides if applicable. All files and any support files (photos, illustrations, logos, etc.) must be supplied in CMYK or Greyscale format and in high resolution (min. 300 dpi.). Photoshop files must have clipping paths when required. Please make sure to include all fonts (screen & printer) used to create ad. It is recommended to convert any text to outline in illustrations.

Please contact Anders Kohler if you are working with any other applications or require more information. Tel: 416.665.7333 x37 • anders@printaction.com

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User Name: client
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