

TORONTO

International Boat Show Guide

ADVERTISING RATES



DOUBLE PAGE SPREAD	\$7,100	1/4 PAGE	\$1,845
PAGE	\$3,645	BUSINESS CARD	\$720
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*GST WILL BE ADDED WHERE APPLICABLE. *ONLY EXHIBITORS CAN ADVERTISE

For 15 years, **Formula Media Group** has been publishing the show guide on behalf of NMMA Canada. Copies will be handed out free of charge to persons attending the show.

CIRCULATION: 55,000 copies | **SHOW DATES:** JAN. 9 to 18, 2009 | **DEADLINE FOR ADVERTISING MATERIAL:** NOV. 28, 2008

ADVERTISING MECHANICALS

SUPPLY AS DIGITAL FILES IN MAC FORMAT Adobe InDesign, QuarkXPress, Adobe Photoshop or Adobe Illustrator.

RESOLUTION Images to be 300 dpi and CMYK.

TRANSPORT CD or FTP. Files **MUST INCLUDE** fonts and images.

FILE FORMATS PDF, INDD, QXD, TIFF OR EPS.

EMAIL production@formulamediagroup.com

FTP SITE HOST: ftp.metroland.com
 USER ID: adbank
 PASSWORD: csl (that's "l" as in "light")
 DIRECTORY: FMG/Boatshows



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AD SIZES

	WIDTH	HEIGHT
DPS TRIM SIZE	16 1/4"	10 7/8"
MAGAZINE TRIM SIZE	8 1/8"	10 7/8"
WITH BLEED	8 5/8"	11 3/8"
LIVE IMAGE AREA	7 5/8"	10 3/8"
1/2 ISLAND	4 3/8"	7 1/2"
1/2 VERTICAL	3 3/8"	10"
1/2 HORIZONTAL	7"	4 7/8"
1/3 VERTICAL	2 3/16"	10"
1/3 SQUARE	4 7/8"	4 7/8"
1/4 VERTICAL	3 3/8"	4 7/8"
BUSINESS CARD	3 1/2"	2"

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