

MEDIAKIT2019

SHOW **GUIDE** ADVERTIZING **RATES**

LARGEST
furniture show
in
CANADA

NEW
PRODUCTS
AND **TRENDS**

over
200
exhibitors

printing up to

5,000
copies



47th
edition



CANADIAN
FURNITURE
SHOW

SALON
CANADIEN
DU MEUBLE



communication
marketing

THE INTERNATIONAL CENTRE

TORONTO, MAY 24-26, 2019

THE EARLY BIRD SAVES BIG

*Buy your advertisement **before March 11** and benefit from Early Bird rates!

To obtain this rate: Signed contract along with 50% deposit must be received by Xprss's office **before March 11, 2019.**

SPOTLIGHTS

HURRY UP, first come, first serve!

COVER 2

\$2,995*

this early bird
saves \$400

regular rate
\$3,395

COVER 3

\$2,595*

this early bird
saves \$400

regular rate
\$2,995

COVER 4

\$3,195*

this early bird
saves \$400

regular rate
\$3,595

PLACE
YOUR AD
HERE

p.2

PLACE
YOUR AD
HERE

p.39

PLACE
YOUR AD
HERE

p.40

Regular Prices: signed contract along with 50% deposit must be received by L'Express communication marketing's office before April 15, 2019.

** Other formats are available upon request. All advertising is 4-color.
*** Production costs not included. Special position + 20%

SPREAD

\$3,195*
early birds
save \$400

regular rate
\$3,595

FULL PAGE

\$1,995*
early birds
save \$300

regular rate
\$2,295

1/2 PAGE

\$1,195*
early birds
save \$200

regular rate
\$1,395

1/3 PAGE

\$795*
early birds
save \$100

regular rate
\$895

LOGO

\$195*
early birds
save \$50

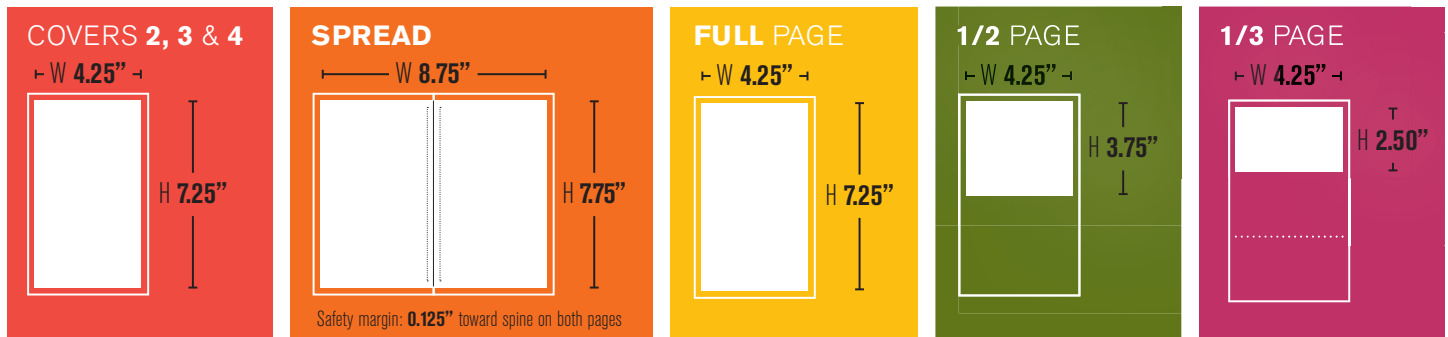
regular rate
\$245



DEADLINE FOR MATERIAL: **BEFORE APRIL 22, 2019**

SIZES

Booklet size : Open Trim Size: W 9" x H 8.25" Trim Size: W 4.5" x H 8.25"



MATERIAL MUST MEET THESE EXACT MEASUREMENTS.

We cannot be held responsible for printed errors if the client has not supplied a PDF proof of the advertisement. Non-compliant material will need extra handling and will be subject to extra costs for advertiser.

FORMAT

RECOMMENDED FORMAT

.pdf (PDFX4a) without crop marks
(text must be converted in outlines)

.eps or .ai (Adobe Illustrator)
(text must be converted in outlines and images must be incorporated)

.idml (Adobe Indesign CS5)
(packaged with every used fonts and images)

.jpg

SEND YOUR MATERIAL TO :

Sophie Nadeau at nadeaus@xprsscom.com

By mail (10 Mo max)

By the free transfer site: www.wetransfer.com
for files exceeding 10 Mo.

MANDATORY

EVERY MATERIAL MUST MEET THE FOLLOWING SPECIFICATIONS :

- Color mode: **CMYK (process)**
(it is strongly recommended that you convert PMS into CMYK from your source file)
- Picture resolution: **300 dpi** (dots per inch)
- Font: **All the fonts must be converted in outlines**
- Type of paper: **Coated** (WEB coated)
- Black text or text with gray tones must be one-color black (no four color black).

IMPORTANT:

All files need to be clearly named with advertiser's name (COMPANY NAME).

For further assistance or technical concerns regarding your advertising material, please contact:

Sophie Nadeau
at 514 866-5521 #229
nadeaus@xprsscom.com



ADVERTISING

L'Express communication marketing
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SHOW INFORMATION

canadianfurnitureshow.com
THE INTERNATIONAL CENTRE
Toronto, May 24-26, 2019