

THE **Hockey** *EXP*

2010
SHOW GUIDE
RATE CARD

EVERYTHING HOCKEY™

THE Hockey EXPO



SHOW GUIDE RATE CARD

Advertising in The Hockey Expo Showguide is a cost-effective way to promote your business products, services, suppliers and materials to a targeted audience

(Rates are for 1x insertion only)

Ad rates (4 colour)

Full page	\$1,350
½ page horizontal or vertical	\$ 925
¼ page	\$ 575

Premium Ad rates (4 colour)

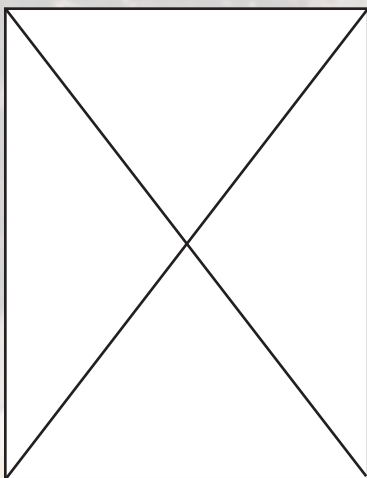
Inside Front Cover	\$1,475
Inside Back Cover	\$1,525
Outside Back Cover	\$1,675
Double Page Spread	\$2,525

Covers- Premium Positions*** All ads include four-colour.

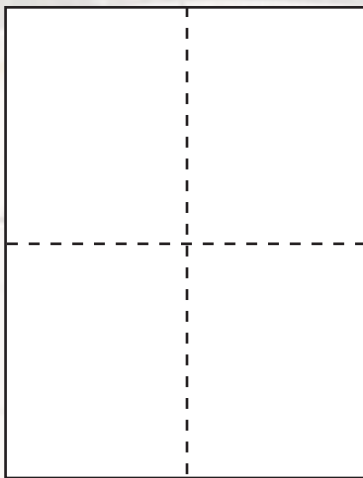
Deadlines

Booking	March 10, 2010
Material	March 16, 2010

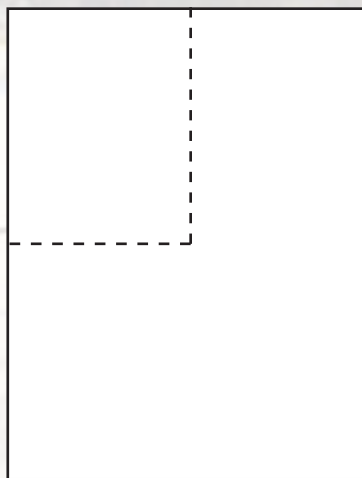
For more information, contact Randy Green rgreen@thehockeyexpo.com



Full Page



1/2 Page



1/4 Page

Advertising sizes

DPS Bleed

WIDTH **DEPTH**
17 2/8" x 11 1/8"

Full Page Bleed

8 5/8" x 11 1/8"

Full Page

7" x 9 1/2"

1/2 Horizontal

7" x 4 5/8"

1/2 Long Vertical

3 3/8" x 9 1/2"

1/4 Vertical

3 3/8" x 4 5/8"

Mechanical Requirements

Size in Inches

WIDTH **DEPTH**

Type Size

7" x 9 1/2"

Trim Size

8 3/8" x 10 7/8"

Bleed Size

8 5/8" x 11 1/8"

Production Specifications

Digital Files: Preferred formats are Adobe InDesign, Adobe Illustrator or PDF, provided all fonts are embedded, all colour is converted to CMYK, Image files must be 300 DPI.