IMPORTANT – PLEASE NOTE

Design services are available at an additional charge. Charges may be incurred if ads are not provided at the supplied specifications.

For more information contact:

Karen Slessor

1-888-737-2583
tradeshow@ubcm.ca

TRADE SHOW GUIDE

AD SPECS

MAGAZINE SPECS

1. Magazine trim size is 8.5" x 11"
2. Magazine is printed at 133-lpi

AD PREPARATION SPECS

1. Full-color is preferred for all ads (no additional charge).
2. Ads can be created using:

   - Adobe InDesign CC with fonts converted to paths with supporting files.
   - Illustrator CC with fonts converted to paths.
   - Print ready PDF.

   Please **DO NOT** create ads in Microsoft Word, WordPerfect or any other word processing program.

3. Ads MUST BE PROVIDED as high-resolution PDF files using the default PRESS job options in Adobe Acrobat Distiller. Using Distiller's COMPATIBILITY tab, set the FILE OPTIONS to "Acrobat (PDF/X-1a:2001)."

4. IN ADDITION TO the PDF file, all original source files, graphics and fonts must be provided.

DEADLINE
July 31, 2024

WHERE TO SEND
All files can be sent via email to:
to: francisco@studiothink.com
cc: tradeshow@ubcm.ca

If the file attachment size surpasses what is allowable with your outgoing e-mail system, please contact Francisco for alternatives.

TRADE SHOW GUIDE

Ad Sizes

TRADE SHOW GUIDE
TRIM SIZE: 8.5" x 11"

AD DIMENSIONS:

FULL PAGE - $1,500
No Bleed: 7.5W" x 10H"

HALF PAGE - $800
Horizontal: 7.5W" x 4.75H"

QUARTER PAGE - $550
Vertical: 3.5W" x 4.75H"

BACK COVER
Available By Sponsorship —
COVER SOLD FOR 2024

Full Page

Half Page
Horizontal

Quarter
Page
Vertical

UBCM