

# 2017 Produce+ Advertising Rates for Companies Based in Canada

## Make Your Best Impression on the Canadian Produce Industry!

Production of the 2017 edition of Produce+ is now underway. This popular directory contains the complete CPMA annual membership list and will be mailed to members in August.

Produce+ is a valuable source of information for CPMA members year-round and offers an excellent advertising opportunity for companies wishing to distinguish themselves. As an added bonus, an online Flip edition of Produce+ is published on the members-only area of the CPMA website. Each full- and half-page ad in the Flip edition links directly to your website.

### Advertising Rate Options

Please select one of the following based on your residence & advertising type

Advertising Type	Rate	Residents of AB, BC, SK, MB, YK, NT, NU add 5% GST	Residents of ON add 13% HST	Residents of NS, NB, NL, PEI add 15% HST	Residents of QC add 5% GST & 9.975% QST	Total
<input type="checkbox"/> Outside back cover	\$3,900.00	\$195.00	\$507.00	\$585.00	\$584.03	\$
<input type="checkbox"/> Inside Front or Back Cover	\$2,900.00	\$145.00	\$377.00	\$435.00	\$434.28	\$
<input type="checkbox"/> Tab	\$2,000.00	\$100.00	\$260.00	\$300.00	\$299.50	\$
<input type="checkbox"/> Full Page	\$1,400.00	\$70.00	\$182.00	\$210.00	\$209.65	\$
<input type="checkbox"/> Half Page	\$1,000.00	\$50.00	\$130.00	\$150.00	\$149.75	\$
<input type="checkbox"/> Business Card	\$150.00	\$7.50	\$19.50	\$22.50	\$22.46	\$

Note: Changes to existing artwork will subject to additional charges  
GST/HST #106846587 RT0001 QST #1015654194

Advertisement same as last year       New Advertisement-Artwork Required by July 2, 2017

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City

Prov.

Postal Code

Email \_\_\_\_\_ Telephone \_\_\_\_\_

**Method of Payment** Pay by cheque or credit card. Type or print clearly.  Cheque Enclosed  Visa  Amex  Mastercard

Credit Card Number: \_\_\_\_\_ Expiry Date: \_\_\_\_\_ CVV No: \_\_\_\_\_

Cardholder's Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Note: Credit card information provided here is for advertisement payment only. Please make cheque payable to Canadian Produce Marketing Association

# 2017 Produce+ Printing Specifications

Trim size: 8 1/2" X 11" • Spiral bound

## Electronic File Submission

- Electronic files must be in Mac format created in any one of the following software applications: In Design, QuarkXpress, Illustrator or Photoshop.
- All fonts and linked graphic files (TIF, EPS) must accompany submission.
- Files may be submitted on CD or via FTP or ShareFile.
- Laser proof must accompany submission.

## Colour Ads

- Full Page, Tab and Half Page only.
- Files must be CMYK. Files must be 300 dpi (150 linescreen).

## Colour Ad Sizes

- Full Page: 8 1/2" x 11" (allow 1/4" for bleeds)
- Tab: 8 1/2" x 11" (allow 1/4" for bleeds)
- 1/2 page vertical: 3 5/8" x 9 1/2"
- 1/2 page horizontal: 7 1/4" x 4 5/8"

## Black and White Ads

- Line art must be minimum 600 dpi.
- Halftones 300 dpi (150 linescreen).

## Black and White Ad Sizes

The following ads spaces are available in black and white only.

- 1/8 page (Business Card): 3 3/8" x 2"