

# 2018 Produce+ Advertising Rates for Companies Based outside of Canada

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

Production of the 2018 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

Advertising Type	Rate (+GST/HST if applicable**)	Advertising Type	Rate (+GST/HST if applicable**)
<input type="checkbox"/> Outside back cover	\$3,900.00	<input type="checkbox"/> Full Page	\$1,400.00
<input type="checkbox"/> Inside Front or Back Cover	\$2,900.00	<input type="checkbox"/> Half Page	\$1,000.00
<input type="checkbox"/> Tab	\$2,000.00	<input type="checkbox"/> Business Card	\$150.00

\*\*As a foreign entity, if you are registered for the purposes of the Goods & Services Tax (GST) in Canada we must charge you the tax.

Please declare whether you are registered for the GST or not  Yes  No

If yes, please declare your GST/HST #: \_\_\_\_\_

CPMA will provide your applicable tax rates and the total rate for your advertising space purchase upon confirmation of your order.

Advertisement same as last year  New Advertisement-Artwork Required by June 4, 2018

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**

# 2018 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"