

# 2022 Produce+ Advertising Rates for Companies Based in Canada

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

Production of the 2022 edition of Produce+ is now underway. This popular directory contains the complete CPMA 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. An online edition of Produce+ is published on the CPMA member community.

### 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	\$4,000.00	\$200.00	\$520.00	\$600.00	\$599.00	\$
<input type="checkbox"/> Inside front or back cover	\$3,000.00	\$150.00	\$390.00	\$450.00	\$449.25	\$
<input type="checkbox"/> Tab	\$2,500.00	\$125.00	\$325.00	\$375.00	\$374.38	\$
<input type="checkbox"/> Full Page	\$1,600.00	\$80.00	\$208.00	\$240.00	\$239.60	\$
<input type="checkbox"/> Half Page	\$1,200.00	\$60.00	\$156.00	\$180.00	\$179.70	\$
<input type="checkbox"/> Business Card	\$250.00	\$12.50	\$32.50	\$37.50	\$37.44	\$

GST/HST #106846587 QST #1015654194

Advertisement same as last year     New Advertisement-Artwork Required by June 10, 2022

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

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

Address \_\_\_\_\_

City

Prov.

Postal Code

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

**Method of Payment** Pay by cheque or credit card.  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**

# 2022 Produce+ Printing Specifications

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

## Electronic File Submission

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

## 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"