



## DEFSEC Atlantic 2018 Show Guide

Increase  
Your Exposure!

Update Your  
DEFSEC Profile

### HOW:

#### >PROFILE:

Start with: The first 100 words of your profile are free. A profile template is provided for your convenience. The contact information is not calculated into your profile word count (unless you list multiple contacts).

Complete the Profile template and return to: [ellen@promotivemedia.ca](mailto:ellen@promotivemedia.ca) please make sure your e-mail has "your company name: DEFSEC Profile" in the subject title.

#### >LOGOS:

An inexpensive way to draw attention to your profile – add a logo. Your logo must be provided as a high resolution (300 dpi) image (preferred format: Illustrator eps).

If your logo previously appeared in the Guide, we still have it on file. Send logos to our production department: [artwork@promotivemedia.ca](mailto:artwork@promotivemedia.ca)

Double Your Impact!

Advertise Now In The DEFSEC Atlantic  
2018 Show Guide





## DEFSEC Atlantic 2018 SHOW GUIDE



### Exhibitor's Rate Card

**ADVERTISING RATES (CAD)** Taxes not included

Inside Front Cover .....	\$2000	Full Page Ad.....	\$1500
Inside Back Cover .....	\$2000	1/2 Page Ad .....	\$1000
Outside Back Cover .....	\$3000	1/4 Page Ad .....	\$600

#### \* EXTRAS

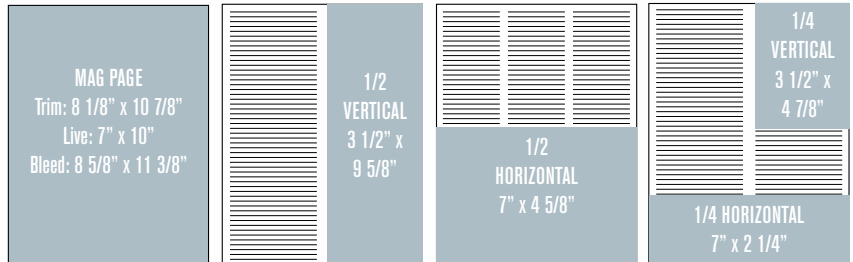
Logo	\$75
Photos (1/4 pg.max)	\$100
Profile Text	FREE 100 words
Upgraded profile	Contact Melisa

Taxes not included

#### DEADLINE:

##### ADS

Space	August 31
Material	September 7
<b>Profile /Logos/Photos</b>	
Space	August 31
Material	September 7



#### MECHANICAL REQUIREMENTS:

Please provide one of the following:

- InDesign files (include all EPS/TIFF files, print and screen fonts). Preflight if possible
- Adobe Illustrator files (please outline or supply all fonts, include or embed EPS/TIFF images). Save your file as an Illustrator EPS
- PDFs (all fonts embedded). Black and White PDFs all embedded files should be B/W. Colour PDFs ensure all colors are set for process separation or CMYK printing, NOT RGB or LAB colour. PDFs distilled at high resolution (1200 dpi)
- Please allow bleed pages a 1/4" (0.25") bleed

Graphics and scans should be 300 dpi and saved as TIFF or EPS

#### FOR FURTHER INFORMATION PLEASE CONTACT:

**Melisa Sukhdeo**  
Marketing & Communications Manager  
Tel: 647-567-4272  
melisa@promotivemedia.ca

**PLEASE SEND MATERIALS TO:**  
artwork@promotivemedia.ca