



ADVERTISEMENT GUIDELINES & SPECIFICATIONS

Please provide the following form and information to your head office if they are supplying your advertisement. Your ad will not be processed if all fields are not completed.

- 1. Please label the file with the representative's name, show location (EDM or both EDM\_VAN), and the brand
2. The show directory is printed digitally. Please be sure to follow the guidelines and specifications outlined below.
3. Unless prior arrangements have been made, WCSA reserves the right to position all ads in the directory.
4. Please proof all ads carefully. Responsibility for accuracy rests with the advertiser

Rep. Name: Phone: Cell: Email:
Company: Phone: Email:
Alt. Contact: Phone: Cell: Email:

\$ 100.00 B/W Ad WCSA Market Directory
\$ 350.00 Colour Ad Covers WCSA Market Directory
\$ 225.00 Colour Ad Pages WCSA Market Directory
\$ Subtotal Cheques, Visa or Mastercard accepted
\$ 5% GST CARD # EXP.
\$ Total Cost Name on Card

By checking this, I agree to the above charges

FINAL DEADLINE FOR ARTWORK SUBMISSION - FRI, NOV 24TH, 2017

Advertisement Specifications Checklist:

- Only press ready files in one of the following formats have been provided: .pdf, packaged indesign files, .psd, .jpg
Fonts have all been converted to outlines
All images are in CMYK, and are 300 ppi or higher.
File dimensions are 4.5 inches wide x 7 inches tall
There are no bleeds, registration or crop marks

Please note: If your ad is not set up to the specifications listed above, please call 778.228.0256 or email jc@jacdesigns.ca for more information, assistance or design services.