WCSA
Western Canadian Shoe Association

Tel: 604.220.5804 | **Email:** wcsainfo@shaw.ca | **www.wcsa.ca**

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** (Your room number will be identified in the ad by the WCSA)
2. The show directory is printed digitally. Please be sure to follow the guidelines and specifications outlined below. Doing so will ensure the best possible result for you. If your ad does not fall into the guidelines as outlined, call WCSA prior to forwarding your ad at 604.220.5804 to discuss options. WCSA cannot be responsible for ads that do not meet outlined specifications.
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: _____

$ _____ 125.00 B/W Ad WCSA Market Directory

$ _____ 375.00 Colour Ad Covers WCSA Market Directory (front - inside, back - inside & outside)

$ _____ 250.00 Colour Ad Pages WCSA Market Directory

$ _____ Subtotal

$ _____ 5% GST

$ _____ Total Cost

FINAL DEADLINE FOR ARTWORK SUBMISSION - FRI, NOV. 20, 2026

Advertisement Specifications Checklist:

- ☐ Only press ready files in one of the following formats have been provided: .pdf, .tiff, .jpg
- ☐ Fonts have all been converted to outlines
- ☐ All images are in CMYK, and are 300 ppi or higher. *If files are submitted in RGB, conversion may alter ad colours*
- ☐ File dimensions are 4.5 inches wide x 7 inches tall
- ☐ There are no bleeds, registration or crop marks

Email Print