

## **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 (VAN or both EDM\_VAN), and the brand** (Your room number will be identified in the ad by 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

**DEADLINE FOR REGISTRATION IS JUNE 6, 2025**

### **Advertisement Specifications Checklist:**

Only press ready files in one of the following formats have been provided: pdf, 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