



Show Guide Advertising Form

Email info@truxpo.com or fax 604-888-2941 by August 16, 2010

TRUXPO 2010 will be publishing a Show Guide which will be given away to attendees during the event. The Show Guide will be distributed at TRUXPO and to BCTA members as well as at other key industry sites. Produced by Dimensions Graphics & Design Ltd., the TRUXPO Show Guide is a high quality magazine-style publication which will contain a floorplan of the show, detailed exhibitor information, and highlights of BCTA activities and industry issues. Approximately 4,000 copies will be distributed.

Advertising space is available at the following non-commissionable rates. All pricing is for camera-ready artwork. Inside non-colour pages are printed in black & white only.

	<u>Truxpo Exhibitor</u>	<u>BCTA Member</u>	<u>Other</u>
Covers, Full Colour	\$1,850	\$1,750	n/a
Full Page, Colour	\$1,350	\$1,250	\$1,450
Full Page, Black & White	\$ 900	\$ 850	\$ 950
1/2 Page, Colour	\$ 800	\$ 750	\$ 850
1/2 Page, Black & White	\$ 600	\$ 550	\$ 650
1/4 Page, Black & White	\$ 400	\$ 350	\$ 450

All advertising must be committed by August 16, 2010 with artwork received by August 23, 2010. Positioning will be on a first-come, first choice basis. Payment is due upon confirmation of advertising space. BCTA members may be invoiced.

Yes, we would like to advertise in the TRUXPO 2010 Show Guide

Email to info@truxpo.com or fax to 604-888-2941

Name: _____ Company: _____

Address: _____

Phone: _____ Fax: _____

Ad Type and Size: _____

Agency (if applicable): _____



Show Guide Specifications

Advertising Specifications:

Full page colour ads:

Trim size: 8.5" wide x 11" high
Bleed size: 8.75" wide x 11.25" high
Non-Bleed Size: 7.5" wide x 10" high

Full page B&W ads:

Trim Size: 8.5" wide x 11" high
Bleed size: 8.75" wide x 11.25" high
Non-Bleed Size: 7.5" wide x 10" high

Half page B&W ads:

Size: 7.5" wide x 4.75" high

Quarter page B&W ads:

Size: 3.5" wide x 4.75" high

Requirements

Ads should be submitted digitally if possible.

Preferred format is .eps (with all fonts converted to curves) or high resolution .pdf

If possible, please supply files on CD including all fonts and picture files.

Files to be supplied at 150 line screen.

Publishing Contact:

Dimensions Graphics & Design

Contact: Jeff Sutton, Telephone: 604-524-5132, dimensions@telus.net

Please send advertising material to:

TRUXPO c/o British Columbia Trucking Association

#100 – 20111 93A Avenue, Langley,

British Columbia, Canada, V1M 4A9

info@truxpo.com, 604-888-2941

Deadline:

August 23, 2010