

CPBI MEMBERS' DIRECTORY ADVERTISING RATE CARD

Ads will appear in the Members' Directory printed version and the 3D on-line version. All Ads will be included in all the 3 updates of the 3D online version of the Directory scheduled to be released throughout the year. Ad space reserved after January 31st 2013 will appear only in the updated version of the 3D online version of the Members' Directory.

Section	Full Page (5½x8½ in.)	½ page (5½x4¼ in.)	1/3 page (5½x2 ^{5/8} in.)
Inside front cover	\$5,500 (4C)**		
Members' services	\$3,000 (4C tab)* - \$1,500 (b/w)	\$800 (b/w)	\$600 (b/w)
Consultants & Lawyers	\$3,500 (4C tab)* - \$1,500 (b/w)	\$800 (b/w)	\$600 (b/w)
Atlantic section	\$1,750 (4C tab) - \$1000 (b/w)	\$550 (b/w)	\$400 (b/w)
Québec section	\$3,750 (4C tab)* \$1,900 (b/w)	\$1000 (b/w)	\$700 (b/w)
Ontario section	\$3,750 (4C tab)* \$1,900 (b/w)	\$1000(b/w)	\$700 (b/w)
Manitoba section	\$1,500 (4C tab) - \$900 (b/w)	\$550 (b/w)	\$400 (b/w)
Saskatchewan section	\$1,500 (4C tab) - \$900 (b/w)	\$550(b/w)	\$400(b/w)
South Alberta section	\$1,500 (4C tab) - \$900 (b/w)	\$550 (1C)	\$400(1C)
North Alberta section	\$1,500 (4C tab) - \$900 (b/w)	\$550 (1C)	\$400(1C)
Pacifique section	\$2,750(4C Tab)* - \$1200 (b/w)	\$700 (b/w)	\$500 (b/w)
USA & other section	\$1,500 (4C tab) - \$750 (b/w)	\$400 (b/w)	\$275(b/w)
Inside cover	\$5,000 (4C)*		
Back cover	\$7,000 (4C)**		

Cover and inside tabs pages
Full page in color (4C)

Full page	width	height	bleed
	5½ in	8½ in	6 x 9 in

Inside Pages
Black and White (1C) - printed version
Color - 3D interactive version

	width	height	bleed
Full page	5 in	8 in	no
1/2 page	5 in	3 ^{7/8}	no
1/3 page	5 in	2 ^{5/8}	no

* includes a 3 months on-line banner placement in the CPBI website members only section and 2 updates in the Directory 3D on-line version

** includes a 6 months on-line banner placement in the CPBI website members only section and 3 updates in the Directory 3D on-line version

LISTING IN THE CONSULTANTS & LAWYERS SECTION

- **Option A - \$350** Includes: Company Logo, 2 contacts and their Complete information
- **Option C - \$450** Includes : Company logo + 2 contacts and their information + 50 words text description

- **All Ads booked until January 31, 2014** will be included in the print and the first release of the 3D interactive online version
- **Ads booked after January 31, 2014** will appear in the 3D interactive version 2nd and 3rd release - please contact us for a customized pricing.
- **Ads in the 3D interactive version** will link the the client website - please provide a direct link along with the artwork

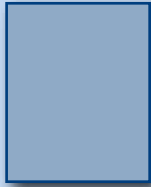


ADS SPECIFICATIONS

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COVER AND INSIDE TABS

Full page in color (4C)



	width	height	
bleed			
Full page	5½ in	8½ in	6 x 9 in

Important note

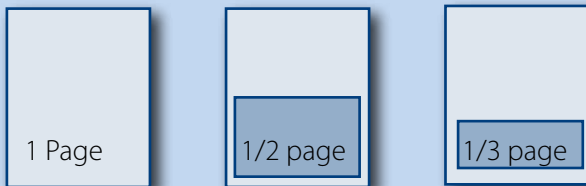
The directory is spiral bound, therefore when designing your Ad, please take into consideration the perforation for the spiral.

For the Inside Cover, BackCover and Inside Tab pages, allow for 0.5" inch of free space on the right.

For the Inside BackCover and Inside Tab pages, allow for 0.5" inch of free space on the left.

SECTION PAGES

black & white in the printed version - Color in the 3D version



	width	height	bleed
1 Page			
1/2 page	5 in	8 in	no
1/3 page	5 in	3 ⁷ / ₈	no

Monochrome pages (1C)

Production Specifications

Digital Files: Preferred format is a High Resolution (300dpi) PDF file, with all fonts embedded, and all colour is converted to CMYK. Please include a laser copy for reference.

include all url in separate document. Url will be added in the Directory On-line 3D version.

Note that you need to resubmit or validate the url every time you submit a revised Ad version for the Directory 3D on-line updates.

Revisions will be accepted only if submitted on time for the scheduled update.

Please submit your files by email to:

Lena A. Jaoude
Lena@cpbi-icra.ca

Reservation deadline for the

- **Directory printed version:**
January 31, 2014
- **Directory On-line 3D version**
30 days before the publish date of the Online 3D Directory (see On-line Directory Calendar)
- On-line Banner: Open

Material Deadline:

- **Directory printed version:**
February 15, 2014
- **Directory On-line 3D version**
15 days before the publish date (see On-line Directory Calendar)
- On-line Banner: Open

Website on-line Banner's Specifications:

Dimensions: 715px wide; 140px height

Format: JPEG, GIF or Animated GIF and Flash (SWF)

Size: 100k, max

For JPEG and GIF do not include hyper-link in file; please indicate the link separately

To reserve your space contact:

Lena A. Jaoude
Marketing , CPBI-ICRA
T: 514-288-1222 ext 24
Email: Lena@cpbi-icra.ca

