



# Vancouver International Boat Show Guide



Copies will be handed out free of charge at the main entrance to persons attending the show, which is owned by the British Columbia Marine Trades Association. The guide will be produced in full colour on coated stock and saddle stitched.

**CIRCULATION:**  
20,000 COPIES  
**SHOW DATES:**  
FEB. 9 - 13, 2011  
**ADVERTISING MATERIAL DEADLINE:**  
DEC. 24, 2010

## VANCOUVER RATES (GROSS)

DOUBLE PAGE SPREAD	\$3,300
PAGE	\$1,735
1/2 PAGE	\$1,065
1/3 PAGE	\$910
1/4 PAGE	\$690
BUSINESS CARD	\$500
INSIDE FRONT COVER	\$3,025
INSIDE BACK COVER	\$3,025
OUTSIDE BACK COVER	\$3,445

## ADVERTISING SIZES

STANDARD UNIT SIZES		
FULL PAGE (TRIM SIZE)	8 1/8"	10 7/8"
FULL PAGE (BLEED SIZE)	8 5/8"	11 3/8"
FULL PAGE (LIVE IMAGE AREA)	7 5/8"	10 3/8"
DPS (TRIM SIZE)	16 1/4"	10 7/8"
2/3 VERTICAL	4 7/8"	10"
1/2 VERTICAL	3 3/8"	10"
1/2 HORIZONTAL	7"	4 7/8"
1/2 ISLAND	4 3/8"	7 1/2"
1/3 HORIZONTAL	7"	3 1/8"
1/3 VERTICAL	2 3/16"	10"
1/3 SQUARE	4 7/8"	4 7/8"
1/4 VERTICAL	3 3/8"	4 7/8"
BUSINESS CARD SIZE	2 3/16"	4 7/8"

\*Advertising Restricted to Show Exhibitors only

## MECHANICALS

Advertising material is to be supplied by the advertiser. If material is not supplied complete or requires conversion to the standard sizes outlined below, full production services are available at additional cost.

**PREFERRED FILE FORMAT:** High resolution PDF.

**ACCEPTABLE FILE FORMAT (MAC):** InDesign, QuarkXPress, Photoshop or Illustrator. Include all images, MAC fonts + colour proof.

**RESOLUTION / FORMATS:** 300 dpi; CMYK; INDD, QXD, TIFF or EPS.

**TRANSPORT MEDIA:** CD, DVD, or FTP.

**FTP SITE:** Host: ftp.metroland.com  
User ID: adbank  
Password: csl (that's "l" as in "light")  
Directory: FMG/TIBS or FMG/VBS

**EMAIL:** production@formulamediagroup.com