

ExpoCycle 2010

THE OFFICIAL GUIDE TO EXPOCYCLE
RATE CARD

EVERYTHING YOU NEED TO KNOW
TO PROMOTE YOUR
2011 PROGRAM AT THE SHOW

Every September, thousands of bike shop buyers from across Canada and beyond descend on ExpoCycle to preview and book from the over 800 brands at the show for their Spring 2011 buy.

Intense Competition Calls for Intense Marketing

The competition to attract these buyers to your booth is intense. Advertising in Expocycle's Official Show Guide is the affordable way of setting yourself apart and to drive traffic to *your* booth.



INNOVATIVE DIGITAL EDITION COMPANION

The Official Show Guide will again be published as a Digital Edition and will be emailed to buyers across Canada three weeks prior to the Show. Your advertising in the Show Guide will also be included in this dynamic, interactive Digital Edition *at no extra charge*. Check out the link below to view an example...

Check out the 2009 Show Guide Digital Edition at www.expocycle.ca

BENEFITS OF THIS DIGITAL EDITION (D/E) TO YOU AS AN ADVERTISER:

- * The D/E enriches the content of your printed ad through the click-thru URL link in your ad. This enhances the readership experience and extends the time spent with your brand.
- * The D/E will be posted to the ExpoCycle web site and therefore extend the exposure of your brand during the critical booking season.
- * Buyers can download the D/E to their P.C. and view it off-line further extending the time buyers can spend with your brand.
- * The web-link to the D/E will be E-blasted to buyers and other industry groups three weeks prior to the Show to extend the marketing and promotion of your booth at the Show.

2010 AD RATES BOOK YOUR AD TODAY!

SPACE	RATE
Full page:	\$1195.00
Half page:	\$795.00
Third page:	\$595.00

PREMIUM POSITION RATES	
Outside Back Cover: (Hi gloss card stock)	\$2950.00
Inside Back Cover: (Hi glossy card stock)	\$2950.00
Inside Front Cover: (Hi gloss card stock)	\$2950.00
Page Opposite the Floor Plan: (Hi gloss paper stock)	\$2500.00

AD MATERIAL SPECIFICATIONS	
Publication size – trim size	6.5" x 9.5"
Full page – bleed size	6.75 x 9.75
Full page – trim size	6.5 x 9.5
Half page horizontal – bleed size	6.75 x 4.875
Half page horizontal – trim size	6.5 x 4.75
Half page vertical – bleed size	3.375 x 9.75
Half page vertical – trim size	3.25 x 9.5
Third page vertical – bleed size	2.375 x 9.75
Third page vertical – trim size	2.25 x 9.75
Third page horizontal – bleed size	6.75 x 3.291
Third page horizontal – trim size	6.5 x 3.167

AD DELIVERY DETAILS

Digital delivery requires that the files be compressed and archived prior to sending. All files should be archived together under one file using the compression program Stuffit Deluxe. The archive should be named with the advertiser, and if space allows, the run date and ad size.

Preparing ad material for FTP upload

- Create folder and place the HIGHEST RESOLUTION, PRESS OPTIMIZED PDF, plus a LOWEST RESOLUTION, SCREEN OPTIMIZED PDF into one archived folder.
- Please use distiller settings Acrobat Distiller 5.0 PDF Settings.
- Make sure fonts are in postscript format and embedded.
- When preparing your PDF, please DO NOT CROP THE AD. Include crop marks indicating how the ad should be cropped. Make sure all colour is set to separate CMYK for full colour or B/W files are in a grayscale mode. All images are to be at 300 DPI at full size.
- Please ensure the name of the advertiser has been provided.
- Compress folder before uploading.
- Keep folder/archive name and each individual file name simple. DO NOT use any spaces or special characters such as !@#\$\$%^&*()_+ etc.

- Upload the ad via the internet to our FTP site.

Server: <ftp.btac.org>
 Username: btac_ftp
 Password: btac874c

- Email a LOW RESOLUTION, SCREEN OPTIMIZED PDF to mahaffy@nexicom.net including full production contact information, once the ad has been uploaded. This PDF content must match the file sent exactly. If there are differences between the digital file and the PDF (and proof), such as text, please note this.
- Please note that we DO NOT ACCEPT FILM OR ADS SENT VIA EMAIL. If unable to upload the HIGH RESOLUTION, PRESS OPTIMIZED PDF to the FTP site, a disk with the PDF may be sent to: **Brenda Mahaffy, 85 Lang Road, RR#3 Keene ON K0L 2G0**

TERMS & CONDITIONS

- Rates are net and subject to 13% HST.
- Invoices are sent on the date the issue is issued and are due for payment in 15 days.
- Interest of 2% per month will be applied to unpaid balances, 15 days past due.
- Pre-payment of first insertion required for first-time advertisers. BTAC accepts payment by Visa, MasterCard or cheque made out to The Bicycle Trade Association of Canada.

There is no more effective a way to gain exposure for your brands:
THE OFFICIAL GUIDE TO EXPOCYCLE



The Official ExpoCycle Show Guide is published by
 The Bicycle Trade Association of Canada,
 202 Church Street, PO Box 72, Keswick ON L4P 3E1
 Telephone: 1 866 528.2822
www.btac.org