

# GISC Marketing Opportunity!

Green Industry Show & Conference (GISC) Program Advertising



A sample advertisement for the 2016 Green Industry Show &amp; Conference. The background is a lush green field. At the top right is the GISC logo. The main text reads: "It all happens here - learn, network, discover." followed by "Industry-leading workshops for landscape, turf, tree, greenhouse, nursery and garden centre professionals - plus the largest industry tradeshow on the Prairies!". Below this is a large, bold, blue "SAMPLE" watermark. The event title "2016 Green Industry Show &amp; Conference" is prominently displayed in a large, green, textured font. Below the title, it says "November 17 &amp; 18, 2016" and "Edmonton EXPO Centre, Edmonton AB". At the bottom left is the Finning CAT logo, and at the bottom right is the website "www.greenindustryshow.com" and phone number "1-800-378-3198". A silhouette of a city skyline is visible at the bottom of the ad.

- ★ 12,000 copies printed and distributed to landscape contractors, greenhouse operators, garden centre buyers, nursery growers, landscape architects, municipal agencies, parks departments and others in Alberta, British Columbia, Saskatchewan & Manitoba!

- ★ Program will also be published online with ads linked to your website!

*The conference program contains a complete guide to the educational workshops & sessions, including information on speakers, the schedule, exhibitor list and related events.*

**Space is limited - book by July 7, 2017 to reserve your spot!**

Print Size: 5 1/2 x 8 1/2 inches

**Rates starting at \$561.00**

**Landscape Alberta members save 15% on print advertising**

**BONUS: Advertise in the program and receive 5% off any size ad in the trade show issue of *Green for Life* magazine!**

*See over for rate details.*

# 2017 GISC Program Display Advertising Rates

*Landscape Alberta member rates (shaded boxes) have been discounted 15%. (Rates do not include 5% GST)*

<u>Ad Location</u>	<u># Available</u>	<u>Ad Size</u>	<u>Regular Rate</u>	<u>Member Rate</u>
Back Cover	1	5" w x 4.75" h	\$1366.00	\$1161.00
Inside front/back cover	2	5.5" w x 8.5" h	\$1030.00	\$875.00
Inside Full Page	2	5" w x 8" h	\$943.00	\$801.00
Inside Half Page	3	5" w x 3.875" h	\$660.00	\$561.00

Advertise in the program and receive 5% off any size ad in the trade show & conference issue of *Green for Life* magazine if booked by July 28, 2017.

## Printing Specifications

Trim size is 5 ½ x 8 ½ inches. Printed on 80lb gloss paper.

## Artwork Specifications

Artwork supplied by clients to be produced according to the following specifications (see above for dimensions):

- Electronic layout and pre-press are in Windows platform utilizing Quark Xpress.
- Digital files must be in PDF or TIFF format at 300 dpi resolution. Files must have fonts embedded.
- Logos must be submitted as TIFF or JPEG at 300 dpi.
- Ads not print ready will be charged production fees.
- Faxed copies will not be accepted.
- Proofs supplied for review and signature. **A signed proof is required to proceed to press.**
- If you are unsure about the format options, please contact Kyla Hardon at 780-489-1991.

Note: The publisher is not responsible for colour reproduction on supplied advertising.

## Policies

- We reserve the right to refuse, cancel or edit advertising.
- Payment terms are net 30 days. Invoice and tear sheets sent after publication.
- No cancellations after **June 30, 2017**
- Signed contract required prior to processing of advertisement.
- Will not proceed to press without signed proof.

## Production fees

Charges apply for ad creation, client-ordered alterations to produce artwork, re-sizing non-standard ads, ads not print ready and other design services. Rates are \$40.00 per hour, 1/2 hr minimum.

## Placement Request

Ad placement will be based on program content, printing layout requirements and will be at the discretion of the publisher. With the exception of covers, no guarantee is given as to placement location.

## Deadlines

Ad space booking: **July 7, 2017**

Ads due to production: **July 21, 2017**

\* Back cover ad includes your company logo on the front cover of the program.

***YES! Please reserve my advertising space in the GISC Program***

**Ad size:**     Full Page     Half Page     Inside Cover     Back Cover & front logo

**Colour:**    *All ads will be printed in colour*

Company: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City/Town : \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email : \_\_\_\_\_

Upon receipt of this form, an Advertising Contract will be sent to the address above for your authorization.  
Ad space will be confirmed on return of the signed contract.

**Please fax this form to Landscape Alberta at 780-444-2152  
or email: [erynn.watson@landscape-alberta.com](mailto:erynn.watson@landscape-alberta.com)**

Landscape Alberta  
200, 10331-178 Street NW  
Edmonton, AB T5S 1R5

## Inquiries:

Sales and General Information: Erynn Watson, Landscape Alberta @ 780-489-1991  
Layout and Production: Kyla Hardon, Landscape Alberta @ 780-489-1991