



# Adventures

## CIRCULATION

- ◆ Circulation Rate Base 25,000
- ◆ Total Projected Readership 150,000

- ◆ Ad placement: September 1, 2009
- ◆ Ad materials: October 1, 2009

## DISTRIBUTION

All-Canada Adventures, the official program of the All-Canada Show, will be distributed to show guests in the following markets during Jan. & Feb. of 2010:

- ◆ Minneapolis, Minnesota
- ◆ Chicago, Illinois
- ◆ St. Louis, Missouri
- ◆ Indianapolis, Indiana
- ◆ Milwaukee, Wisconsin
- ◆ Madison, Wisconsin
- ◆ Green Bay, Wisconsin
- ◆ Des Moines, Iowa
- ◆ Omaha, Nebraska



## SPECIFICATIONS

Ads supplied in electronic format only (hi res pdfs preferred) please email to [rod@allcanada.com](mailto:rod@allcanada.com). Spec sheet available upon request.

### FEATURE SECTION

The features section is found throughout the book excluding the exhibitor section. Advertisements are placed among the feature articles.

- ◆ Full page (No Bleed) Width 7<sup>3</sup>/<sub>8</sub>" Depth 9<sup>3</sup>/<sub>4</sub>"
- Full Image Area\* Width 8<sup>1</sup>/<sub>2</sub>" Depth 11"
- ◆ 2/3 Page Width 4<sup>7</sup>/<sub>8</sub>" Depth 9<sup>3</sup>/<sub>4</sub>"
- ◆ 1/2 Page Width 7<sup>3</sup>/<sub>8</sub>" Depth 4<sup>7</sup>/<sub>8</sub>"
- ◆ 1/3 Page Width 2<sup>3</sup>/<sub>8</sub>" Depth 9<sup>3</sup>/<sub>4</sub>"
- ◆ 1/6 Page Width 2<sup>3</sup>/<sub>8</sub>" Depth 4<sup>7</sup>/<sub>8</sub>"

\*includes bleed

### EXHIBITOR SECTION

**SPECIAL SECTION WITH DISCOUNTED PRICES FOR EXHIBITORS....**This section is reserved solely for All-Canada Show exhibitors is located toward the back of the publication. All advertisements in exhibitor section are full-color.

Two sizes are available:

- ◆ 1/2 Page Width 7<sup>3</sup>/<sub>8</sub>" Depth 4<sup>7</sup>/<sub>8</sub>"
- ◆ 1/4 Page Width 3<sup>5</sup>/<sub>8</sub>" Depth 4<sup>7</sup>/<sub>8</sub>"



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## EXHIBITOR ADVERTISING CONTRACT

Must be 2010 All-Canada Show exhibitor to place an advertisement

### Magazine Ad Sizes

#### Exhibitor Section – Full-Color Ads

½ Page Hz	7 ¾" x 4 ⅞"	\$1,130	<input type="checkbox"/>
¼ Page VERT	3 ⅝" x 4 ⅞"	\$ 665	<input type="checkbox"/>

#### Feature Section – Full-Color Ads

Full Page	7 ½" x 9 ¾"	\$2,705	<input type="checkbox"/>
⅔ Page Vert	4 ⅞" x 9 ¾"	\$1,905	<input type="checkbox"/>
½ Page Hz	7 ¾" x 4 ⅞"	\$1,475	<input type="checkbox"/>
⅓ Page Vert	2 ¾" x 9 ¾"	\$ 935	<input type="checkbox"/>

Repeated from 2009

New ad

Total Due \$ \_\_\_\_\_

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

Phone: \_\_\_\_\_

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

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

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

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

City: \_\_\_\_\_

Web: \_\_\_\_\_

Province (State): \_\_\_\_\_ PC (Zip) \_\_\_\_\_

Bill my account: \_\_\_ Check enclosed: \_\_\_

Credit Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_

Please check credit card:  Visa

MasterCard

American Express

Agreed: X \_\_\_\_\_

Date \_\_\_\_\_

**Cancellation:** Contract ads **CANNOT** be cancelled after Sept. 1<sup>st</sup>. Early Sign Up Discount Ends Feb. 12, 2009  
**Mail to:** All-Canada Show, 1889 Commerce Dr., De Pere, WI 54115