



# Guide

## CIRCULATION

- ◆ Circulation Rate Base 100,000+
- ◆ Total Projected Readership 315,000

## DEADLINES

- ◆ Ad reservations & Ad Materials: Sept. 15, 2009
- ◆ Electronic Materials: Oct. 15, 2009

## DISTRIBUTION

The *All-Canada Guide*, a direct mail piece that is sent out to more than 100,000 households of past show guests. It will have a readership of 300,000+! This newspaper will have a format similar to other outdoor publications with feature articles, photos, and other useful information.

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



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- Manitoba Trip A-12
- Family Bonding A-16
- Bear Hunt B-11

January/February 2009 [www.AllCanada.com](http://www.AllCanada.com)

**Show Info Section B**

**All-Canada's Arctic Adventure**  
By Joel Priddy

The past August the All-Canada Show organized a corporate adventure to Canada's Northwest Territories. The fishing trip to Flin Flon's Trophy Lodge on Great Bear Lake was part of our 25th Anniversary Celebration. Joining us on the trip were representatives from longtime show sponsors: Eppinger, Daniels, Yamaha Canada and Structure Proof Table.

Based on our experience, we hope you'll consider organizing a corporate adventure trip to Canada as well. The Canadian outdoors is the perfect setting for business meetings to actively existing relationships, acquire new business, establish team work or improve co-worker morale. Many Canadian lodges – even in remote areas – offer amazing business amenities (except including conference rooms, satellite telephones, television and internet, plus meals and more photo layout, pages A-4 and B-1).

Many Canadian fishing destinations also host continuing education classes for professional organizations like medical, dental, law and insurance. This schooling allows representatives to acquire credits needed to maintain accreditation while enjoying pictures of the trip – all while enjoying the Canadian outdoors.

Our corporate group relaxed, bonded and enjoyed Great Bear Lake for seven days. As a result of the trip we became closer business associates and better friends. All-Canada took several pre-arranged steps to ensure successful business trip. We pre-arranged each day's fishing partners so everyone had a chance to meet. Our shore lunches were eaten as a group to promote camaraderie. We also organized a "friendly" fishing competition including awarding prizes for big fish of the day and trip "winner" using All-Canada Show products, like shirts, Eppinger Mawella, and I were joined by John Cleveland and Jennifer Bismantoni of Eppinger Manufacturing, Clay Williams with Yamaha Canada and identical twins Dan and Doug Lupton with Structure Proof Table.

**Paradise Found**  
The All-Canada Show celebrated its 25th Anniversary with a visit to the Arctic.

**JAN 8-11 PHEASANT RUN RESORT ST. CHARLES Free Parking**

**Past Show Guest Coupon**  
**\$2 OFF**

## SPECIFICATIONS

Ads supplied in electronic format only (hi res pdfs preferred). We will design your ad at no charge! Call Rod today for details at 800-325-6290 X 112. Spec sheet available upon request.



# EXHIBITOR ADVERTISING CONTRACT

Size	Full-Color Rates (US Funds)
_____ Full Page	<b>2,615</b>
_____ 1/2 Page	<b>1,495</b>
_____ 1/4 Page	<b>975</b>
_____ Exhibitor Section 1/8 Page	<b>565</b>

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 Must be 2010 All-Canada Show exhibitor and take an ad in *All-Canada Adventures* magazine.

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:** Please Sign.  X  \_\_\_\_\_ Date \_\_\_\_\_

This contract is to be signed by an officer of the company or a person officially authorized. You are bound by the terms and conditions on the reverse side. All prices in US funds. **YOUR SIGNATURE ABOVE SIGNIFIES YOU HAVE AGREED TO ALL OF THE CONTRACT TERMS.**

## **All-Canada Guide – Direct Mail Tabloid**

### **GENERAL CONDITIONS:**

1. Signed, facsimile contracts are legally binding.
2. Must be an All-Canada Show exhibitor to advertise in *All-Canada Adventures (A-CA)*. Must be an All-Canada Show exhibitor **and** an advertiser in *A-CA* to advertise in *All-Canada Guide (A-CG)*.
3. Ad placement cannot be guaranteed and is subject to editor's discretion.
4. All ads are full-color
5. Ad design is included in price of the ad. Scans, clipping paths, photos, etc. will be extra.
6. **DEADLINES:**
  - Ad reservations & Ad Materials: Sept. 15
  - Electronic Materials: Oct. 15
  - Contract ads **CANNOT be cancelled** after September 1. Payment is non-refundable
7. Advertisers and agencies assume liability for all contents of ads published and assume responsibility for any and all claims made. Publisher shall not be liable for any costs or damages if for any reason *A-CA* or *A-CG* fails to publish an advertisement.
8. Orders showing incorrect rate will be treated as clerical errors and will be billed at the correct rate.
9. *A-CA* and *A-CG* reserve the right to reject advertising that the publisher feels is not in keeping with the editorial profile of the publication. No conditions, printed or otherwise, appearing on the contract order which conflict with the publisher's policies will be binding on the publisher.
10. *A-CA* and *A-CG* and the advertiser agree that any material that will be placed for or by the Company will be done in accordance and compliance with and in recognition of all copyrights trademarks, trade names to which the Company's material may be subject. In the event of a violation both parties agree that the company in violation defend, indemnify, and absolve the other party from any and all claims, actions, damages, or losses from such a violation.
11. *A-CA* and *A-CG* are not responsible for errors in key numbers or in other type set by the publisher.
12. **IMPORTANT:** If we do not receive any changes from you by October 1, your ad will run **as-is** and no credit will be given for errors or omissions.
13. Advertisers assume liability for all contents of ads published and assume responsibility for any and all claims made.
14. New advertisers must submit credit reference forms prior to publication of their first advertisement. Publisher requires prepayment of ads until credit is established. Visa, Master Card, and American Express accepted.

## **MECHANICAL SPECIFICATIONS**

**ELECTRONIC SPECIFICATIONS**--Macintosh using QuarkXPress 4.0. Photoshop and /or Illustrator 9.0 only. Must include font and graphics. Line art must be at least 600 dpi and photos should be 200 dpi. Ads should be worked up to our specifications, size, etc. A laser printout of ad must accompany disk. Please fax a copy of the ad if ad is e-mailed. Sorry, we do not accept ads created in Microsoft Publisher, Powerpoint or Word. Optimum line screen is 110.

**E-MAIL ADS**--Same specs as above. Please send hi-resolution PDF files if possible. Before sending PDFs, all files and fonts must be compressed using Stuffit. Email to: joel@allcanada.com.

**PROOFS**--All-Canada will e-mail or fax you a proof before publication on any ad that is composed by us or requires changes.