



calgary baby & tot show

For bump, baby and beyond

Advertising Schedule

Show Dates	Booking Deadline	Artwork Deadline
Spring-April 30 & May 1, 2022	March 11	March 25
Fall - October 29 & 30, 2022	September 23	October 5

Advertising Rates (per show)

Ad Sizes	Rates**
Full Page*	\$600
1/2 Page	\$375

*Inquire for info on premium placement rates and availability.

**GST not included.



MAGAZINE STYLE EDITION

Official Show Guide Advertising Rates & Specs

Single out your company, organization, products or booth by advertising in our official show guide. This tailored, comprehensive guide is hand delivered directly to consumers at the Show. Don't miss this opportunity to showcase your company or product.

Advertising Specifications

**FULL PAGE
WITH BLEED**
5.75"w x 9.0" h

Trim Size
5.5"w x 8.5" h

Live Area
5"w x 8" h

**1/2 PAGE NO
BLEED**
5.0"w x 4.25" h
Trim Size
5.0"w x 4.25" h
Live Area
5.0"w x 4.25" h

- All artwork should be in **CMYK colour**.
- Acceptable file formats are **high resolution PDF or EPS**
- Files should be a minimum of **300dpi**.
- Do not include crop marks or any other printer's marks.
- Page sizes indicated already include bleed where necessary.
- We cannot guarantee 100% colour accuracy.

Remit final artwork to calgarybabyandtot@gmail.com.
Please indicate with your submission which show you are submitting artwork for.

Page Size & Bleed Area (submit your ad at this size)

The area used for ink to "bleed" off the edges of the page so that no white edges occur when the publication is cut to Trim Size.

Trim size

The actual physical size of the finished publication.

Live Area

The area of the page occupied by the ad's images and text. All images and text **must** be within the boundaries of this area, except images which are intended to "bleed" off the page.



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SHOW GUIDE INSERTION ORDER

Show Dates: _____

Company: _____

Contact: _____

Phone: _____

Email: _____

☐ Full Page \$600*

☐ Half Page \$375*

*GST is additional

Total Cost \$ _____

Signature: _____

Date: _____

Note that this is a writable PDF, simply save to your documents or desktop, fill in on screen, and email to:
calgarybabyandtot@gmail.com

Digital signatures must be created for the signature field and are considered acceptable. Confirmation of insertion order will be provided upon receipt of completed form.

Thank you for your business.

PAYMENT INFORMATION

CHEQUE INFORMATION: _____

(include cheque #, amount, date issued)

Post-dated cheques only accepted 5 weeks or earlier out from Show date.

Make cheques payable to:

KRK PRODUCTIONS INC.

39 Gordon Drive S.W.

Calgary, AB T3E 5A6

403.249.1270

VISA/MC _____

EXPIRY _____

CVV _____

CARD HOLDER _____

I hereby authorize KRK Productions Inc. to process payments as per the above schedule to my VISA/MC _____ *(initial)*

☐ EMAIL DEPOSIT *(click here if you are sending via email – please send to calgarybabyandtot@gmail.com)*

Use password: **CalgaryBaby**

☐ INVOICE REQUEST *(click here if you require an official invoice)*

Please see our Advertising Specifications sheet for details on how to submit your artwork for the Calgary Baby & Tot Show Official Show Guide.