

2012

WESTERN PET EXPO

2012

Advertising Order Form and Rate Card**1. Please print clearly**

Company: _____	Contact Person: _____	Title: _____	
Address: _____	City: _____	Province: _____	Postal Code: _____
Telephone: _____	Email: _____	Fax: _____	

2. Check off your desired ad size and placement in the member or non-member category

ADVERTISEMENT DESCRIPTION	MEMBER PRICE (taxes included)	NON-MEMBER PRICE (taxes included)
Inside front cover - full page	<input type="checkbox"/> \$450.00 CND	<input type="checkbox"/> \$505.00 CND
Inside back cover - full page	<input type="checkbox"/> \$450.00 CND	<input type="checkbox"/> \$505.00 CND
Back cover - full page	<input type="checkbox"/> \$550.00 CND	<input type="checkbox"/> \$610.00 CND
Full page	<input type="checkbox"/> \$400.00 CND	<input type="checkbox"/> \$450.00 CND
Half page - horizontal	<input type="checkbox"/> \$225.00 CND	<input type="checkbox"/> \$250.00 CND

3. Payment Information

- Please find my cheque enclosed (to PIJAC Canada Inc.) OR Bill my VISA/MC/AMEX in the amount of: \$ _____
- Debit is available online only

VISA/MC/AMEX #:	Expiry Date:	3 Digit Code:
Name as it appears on card:	Signature:	Date:

Terms & Conditions

Ads must be received at the PIJAC Canada office by March 19th, 2012. All materials are the responsibility of the advertiser. As per PIJAC Canada's policy, all advertisers in the 2011 Buyer's Guide have until January 24th, 2012 to reserve the same ad space as last year. After the deadline, ad space will be given on a first-come, first-served basis. Confirmation of ad space purchase will be sent once this form and payment in full are received. **All payments are final and non-refundable.** Every effort will be made to comply with ad placement requests. Final ad position, however, is at the discretion of the publisher. We reserve the right not to publish any advertisement supplied to us if it has not been done in accordance to the Technical Specifications. Additional costs resulting from delays in delivery or nonconformity to the technical specifications can be charged to the advertiser.

Yes, I accept the Terms & Conditions

Signature:



2495 Lancaster Road Suite 202, Ottawa ON K1B 4L5
Toll Free: 1-800-667-7452 Fax: 613-730-9111 www.pijaccanada.com

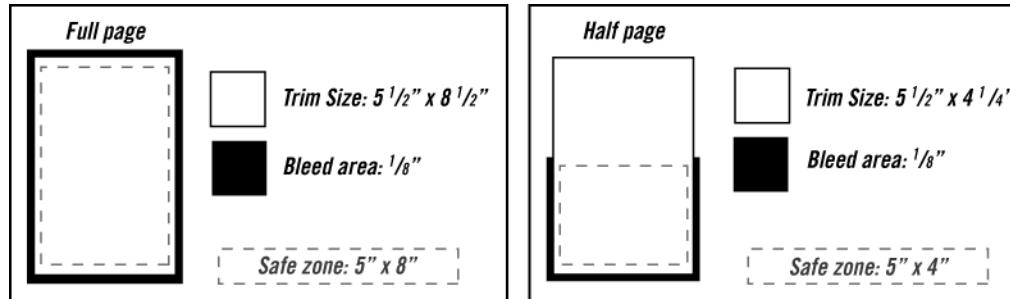
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Technical Specifications

Unit Sizes



Non-bleed ads: the finished size corresponds to the measurement of the safe zone.

Accepted documents

Documents can be saved in the following formats: .ai .eps .pdf .tiff .jpg

You must also send a low resolution PDF file of the ad by e-mail to projects@pijaccanada.com.

General Guidelines

- All advertisements are printed in full colour.
- Ensure that the media (CD or DVD) on which the advertisement is featured contains only relevant elements to the ad.
- The size of the advertisement must be in accordance with PIJAC Canada's technical specifications.
- Vector based logos and illustrations must be saved using the .ai or .eps format. Transparencies are not accepted.
- Pictures and photos must be saved in CMYK color mode, with a resolution of 300 dpi, in the following format: Photoshop EPS, Photoshop 6 and up. Preview: Windows (8 bits/pixel) Encoding: JPEG (maximum quality)
- When pictures require a conversion to the CMYK mode, the calibration will be based on the printer's reference table.
- All fonts used for the advertisement layout must be either converted to outlines or supplied on the media, without exception.
- Type size must be minimum 8 points; in reverse type, size must be minimum 12 points. PIJAC Canada cannot be held responsible for the reproduction of material below the minimum type sizes outlined within this document.

Send to:

When saving your ad, please consider naming the file with the following information: "Your Company Name, Show Name or Location, Advertisement Description, Year"

Advertising material provided by the advertiser should be sent directly and at his/her own expense to:

PIJAC Canada Inc.

Att: Projects & Design Coordinator

2495 Lancaster Road Suite 202

Ottawa ON, K1B 4L5

Or send electronically to: projects@pijaccanada.com



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