



# Gala Awards Show

PROGRAM 2010

## Sponsor Upgrade Rate Card

As a sponsor of the ECMA, we want to thank you for your generous support of this wonderful event. Your advertising space is already reserved for the 2010 Program Guide; however, Metro Guide Publishing would like to offer you the opportunity to increase the size of your ad space, and your exposure to this captive audience, at minimal cost with our Special Sponsorship Upgrades.

The 22nd Conference and Awards Show will be held in Sydney, Cape Breton on March 4–7, 2010.

The program produced for this event will provide over 5,000 delegates, artists and fans alike comprehensive information on this year's award show. We invite you to be a part of this exciting event by purchasing an advertisement in the Gala Awards Show Program.

### Deadlines

Closing date is January 22, 2010 for reserving space and January 29, 2010 for ad material.

### Net Advertising Rates

Sponsor Ad	Original Size	Sponsor Upgrade	Additional Cost
	1/4 page (b/w)	1/2 page (b/w)	\$355
	1/4 page (b/w)	Full page (b/w)	\$920
	1/4 page (b/w)	1/2 page (colour)	\$585
	1/4 page (b/w)	Full page (colour)	\$1210
	1/2 page (b/w)	Full page (b/w)	\$580
	1/2 page (b/w)	Full page (colour)	\$865
	Black/white	Full colour	\$200

**Trim Size:** 8.5" x 11"

### Program Distribution

2,000 delegates and 3,000 distributed complimentary at the Awards show to attendees.

For more information please contact  
**Susie White**  
**Metro Guide Publishing:**  
**1300 Hollis Street**  
**Halifax, NS B3J 1T6**  
**Tel (902) 420-9943 ext 238**  
**Fax (902) 429-9058**  
**E-mail [swhite@metroguide.ca](mailto:swhite@metroguide.ca)**  
**[www.metroguidepublishing.ca](http://www.metroguidepublishing.ca)**

### Mechanical Requirements

Metro Guide Publishing is pleased to offer ad design and production services if required. Our rates are \$45/hour. Supplied ads should be designed at the appropriate size (dimensions below) at 300 dpi. Our preference is to have ads supplied in a Macintosh format on a CD or e-mailed to us, either as native files or as pdfs. Preferred programs include Quark, Freehand, Illustrator and Photoshop. We cannot accept MS Word files. When submitting native files, please remember to include fonts and all eps or tiff files. All images must be converted to CMYK and not submitted as RGB.

FTP information on request.

<p><b>Full Page (no bleed)</b> 7.5" x 10"</p> <p><b>Full Bleed</b> 8.75" x 11.25" (7.5" x 10" live text area)</p>	<p><b>Inside Covers (4/Colour)</b> 8.75" x 11.25" (7.5" x 10" live text area)</p>	<p><b>1/4 Page</b> 3.625" x 4.875"</p> <p><b>Half Page</b> 7.5" x 4.875"</p>
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