

TRENDS

— APPAREL —

ADVERTISING OPPORTUNITIES

There are two cost-effective ways to advertise with TRENDS Apparel:

- Our popular **Show Guide** is distributed to roughly 1000 retailers and the 180+ association members a couple of months before the show, plus to new registrants at the show. Buyers use the guide to help them plan and navigate their time at the show, and they often keep it as a reference resource afterwards.
- **Digital Ads** on our website will circulate through approximately 10 spots on the site and will be active for 6 months at a time. Social media accounts help drive traffic to the site.

(Google Analytics for the period of Sep 19, 2017-Sep 19-2018 reports 19,251 visitor sessions from 12,138 users, viewing an average of 3.65 pages per session and having an average session duration of 3:24. Approximately 20% are returning visitors and 80% are new visitors. Bounce rate of 45.4% and total page views of 70,256. 74.11% of users are in Canada, 15.54% in U.S.)

OTHER BENEFITS

Advertising funds help produce the show guide and keep exhibiting costs reasonable for our members. We are a not-for-profit organization, with the goal of benefiting the Western Canadian wholesale apparel industry by bringing reps and retailers from all categories together under one roof. Advertising is an important component of our operating budget. We thank you for your support!

DEADLINES FOR MARCH 2019 SHOW GUIDE:

Orders are to be placed by Nov 23 and the artwork deadline is Dec 1, 2018.

All ad orders and artwork need to be submitted online at

<http://www.trendsapparel.com/advertisers>. NO FAXED AD ORDERS ACCEPTED

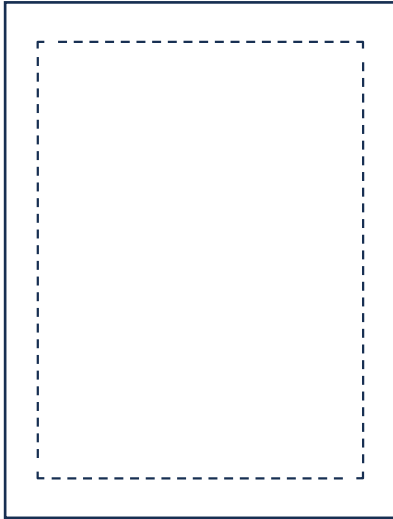
Please see the following spec page. High resolution and print-ready artwork is appreciated! Print ready means the right dimensions, file type and including your representative's name and booth number.

Invoices are payable as of Jan 1, 2019. Please see the attached payment form. If you have a credit card on file from previous seasons, we will use it automatically unless otherwise advised.

AD SPECIFICATIONS:

We would love to have you advertise with us in our upcoming market show guide – it's a high-quality professional book measuring 8.5" x 10". Placing a print ad is a cost-effective marketing tool that reaches out to every buyer who has attended at least 1 of the past 2 shows plus any retailer that pre-registers. Not only do buyers use the directory to help navigate their buying at the show; they keep it as a reference tool for months after.

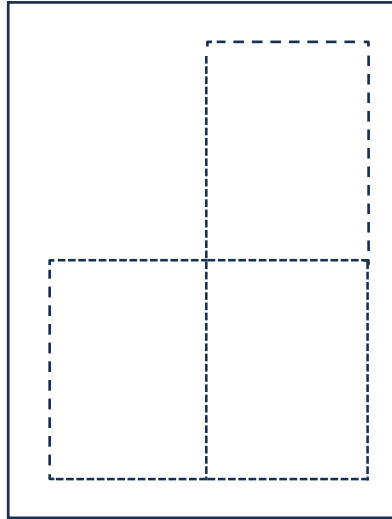
PRINT AD FULL PAGE



DIMENSIONS:

- Full Page Trim
8.5" x 10"
- Full Page Bleed add
1/4" on each side of
the 4 sides

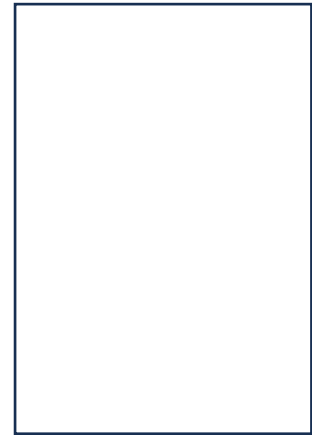
PRINT AD 1/2 PAGE



DIMENSIONS:

- Vertical 4.25" x 10"
- Horizontal 8.55" x 5"

ONLINE AD



DIMENSIONS:

- 392 px by 568 px

Please keep live copy no closer than 5/8" to the edge of the page

All digital files must be MAC compatible in one of the following formats: Quark X-Press, EPS, TIFF, PDF or PageMaker. Save all images at 300dpi.

DO NOT SEND Microsoft Word; Word perfect or Publisher files.

Go to trendsapparel.com/advertisers to book your ad and submit your artwork.

ADVERTISING PRICE LIST

A) PRINT ADS - COLOUR

FULL PAGE = \$ 500 + GST

1 /2 PAGE VERTICAL = \$ 300 + GST

1 /2 PAGE HORIZONTAL = \$ 300 + GST

B) PRINT ADS - BLACK & WHITE

FULL PAGE = \$ 250 + GST

1 /2 PAGE VERTICAL = \$ 150 + GST

1 /2 PAGE HORIZONTAL = \$ 150 + GST

C) PREMIUM PRINT ADS (COVER ADS) COLOUR **SOLD OUT FOR MARCH 2019**

Limited supply.

~~OUTSIDE BACK COVER = \$3,000 + GST~~

~~INSIDE FRONT COVER = \$1,000 + GST~~

~~INSIDE BACK COVER = \$1,000 + GST~~

D) ONLINE AD

INCLUDE WEBSITE AD = \$ 100 + GST FOR 6 MONTHS

If Also Booking a Print Ad

ONLINE ONLY = \$ 200 + GST FOR 6 MONTHS

E) PRODUCTION OF YOUR AD (If Ad is not print ready and requires substantial work)

ARTWORK FOR AD REQUIRED = \$ 100 + GST

PAYMENT TERMS

Invoices will be dated Jan 1, 2019 and payment is due at that time. Please ensure we have a current credit card on file or have received a cheque (can be postdated Jan 1/19) by Jan 1. E-transfers are also accepted, send to info@trendsapparel.com and let us know what you use as a security password. Questions? Want to check which credit card we have on file from last season? Feel free to email or give us a call at 780-920-8932.

Go to trendsapparel.com/advertisers to book your ad and submit your artwork.



PAYMENT FORM

Payment For: ADVERTISEMENT MEMBERSHIP/REGISTRATION

AGENCY NAME: _____

LINE NAME (FOR ADS): _____

NAME AND ADDRESS FOR INVOICING:

E-MAIL TO SEND INVOICE: _____

WE ACCEPT VISA, MASTERCARD, CHEQUES AND E-TRANSFERS FOR PAYMENT.

CARD NUMBER: _____

EXPIRY DATE: _____

NAME ON CARD: _____

POSTAL CODE OF CARD'S BILLING ADDRESS: _____

SIGNATURE: _____

FORMS CAN BE FAXED TO 1-877-757-9410 QUESTIONS? CALL US AT 780-920-8932
E-TRANSFERS CAN BE SENT TO: info@trendsapparel.com (let us know security password)
CHEQUES TO BE MADE PAYABLE TO "A.M.W.A.A." AND MAILED TO:

Alberta Men's Wear Agents Association
PO BOX 23022 CITADEL
ST. ALBERT, AB T8N 6Z9