

# TRENDS

— APPAREL —

## **ADVERTISING OPPORTUNITIES**

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

- Our popular **Show Guide** is distributed to roughly 700 retailers and the 175+ association members at least a month 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. Digital ads will be promoted through a social media posting as well.

## **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 2021 SHOW GUIDE:**

**Orders are to be placed by Dec 1 and the artwork deadline is Dec 10, 2020.**

All ad orders and artwork need to be submitted online at:

<http://www.trendsapparel.com/advertisers>.

**Please see the following spec page. High resolution and print-ready artwork is recommended!** Print ready means the right dimensions, file type and including your representative's name and booth number. Ad order within the book is at the discretion of the show manager, taking into account which orders came in first, grouping same-sized ads and keeping agency ads together.

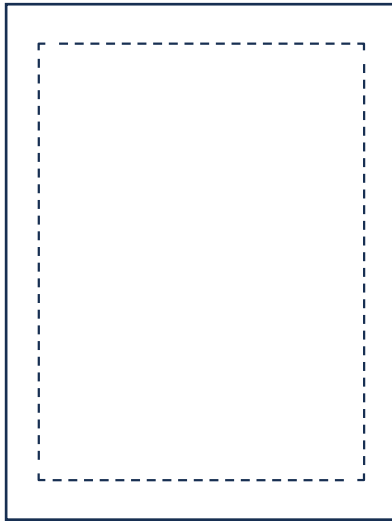
**Invoices will be sent via email once prepared. Payment is due Jan 10, 2021**

**\*\*NO FAXED AD ORDERS ACCEPTED, PLEASE DON'T SEND CREDIT CARD INFO\*\***

## 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.

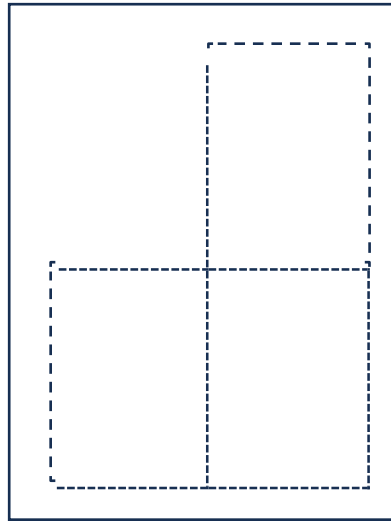
PRINT AD FULL PAGE



**DIMENSIONS:**

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

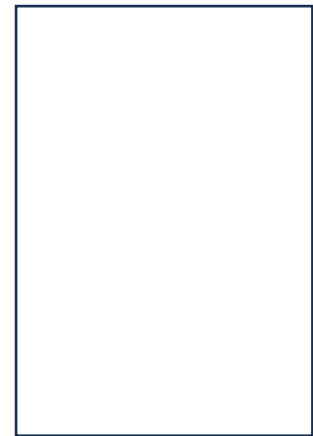
PRINT AD 1/2 PAGE



**DIMENSIONS:**

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

ONLINE AD



**DIMENSIONS:**

- 392 px by 568 px

**NEW!** PRINT AD QUARTER PAGE: 4.25"w x 5"h

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

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

**DO NOT SEND** Microsoft Word, Word Perfect or Publisher files.

Go to [trendsapparel.com/advertisers](https://trendsapparel.com/advertisers) to book your ad and submit your artwork.

## ADVERTISING PRICE LIST

### **A) PRINT ADS**

FULL PAGE	\$500
1/2 PAGE VERTICAL	\$275
1/2 PAGE HORIZONTAL	\$275
1/4 PAGE	\$150

### **B) PREMIUM PRINT ADS (COVER ADS)**

Limited supply. Contact Show Manager to be added to the waiting list.

OUTSIDE BACK COVER	\$2,000
INSIDE FRONT COVER	\$1,000
INSIDE BACK COVER	\$1,000

### **C) ONLINE ADS**

INCLUDE WEBSITE AD (If Also Booking a Print Ad)	\$100 FOR 6 MONTHS
ONLINE ONLY	\$200 FOR 6 MONTHS

### **D) PRODUCTION OF YOUR AD (If Ad requires substantial changes)**

FILE PREP	\$100
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### **PAYMENT TERMS**

All prices plus GST. Invoices will be e-mailed to the address provided on order.

We have 3 payment options:

-Pay by Visa/Mastercard by clicking the "Review and Pay" button in the e-mail

-E-transfers can be sent to [info@trendsapparel.com](mailto:info@trendsapparel.com)

-Send a post-dated cheque (payable to AMWAA, CDN funds only) to:

Alberta Men's Wear Agents Association

PO BOX 23022 CITADEL

ST. ALBERT, AB T8N 6Z9

Questions? E-mail [info@trendsapparel.com](mailto:info@trendsapparel.com) or call Deb at 780-920-8932.

**Go to [trendsapparel.com/advertisers](https://trendsapparel.com/advertisers) to book your ad and submit your artwork.**