



ADVERTISING OPPORTUNITIES

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

- Our popular **Show Guide** is distributed to roughly 800 retailers, plus the exhibitors and advertisers that season, at least a month before the show. We hand out the remainder at the show to new registrants. Buyers use the guide to help them plan their time at our event, and they often keep it as a reference resource afterwards.

Note that we produce ONE combined show guide for both our Saskatoon and Edmonton shows. The 6.5"w x 7.5"h coiled show guide is lighter and convenient for Retailers to bring with them to the shows.

- **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 social media posting as well.

OTHER BENEFITS

Advertising funds go to the production of the show guide and help us 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 THE FEBRUARY 2027 SHOW GUIDE:

Orders are to be placed by December 11 and artwork received by December 16 at the latest. All ad orders and artwork need to be submitted online at: <http://www.trendsapparel.com/advertisers>. No fax/email orders accepted.

Please see the following spec page. High resolution and print-ready artwork is required! 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.

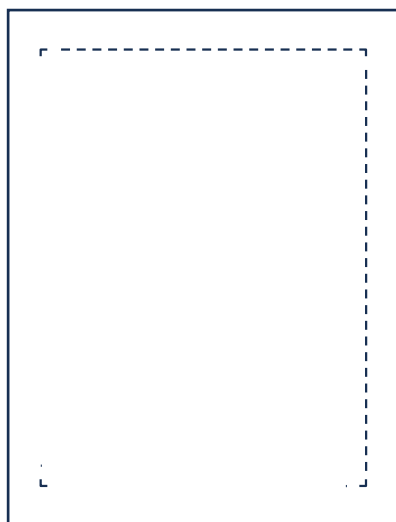
Invoices will be sent via email once prepared. Payment due December 31, 2026.

****INVOICES CAN BE PAID BY CREDIT CARD, EFT, E-TRANSFER, OR CHEQUE****

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 6.5" x 7.5". 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 3 season's shows plus any retailer that pre-registers.

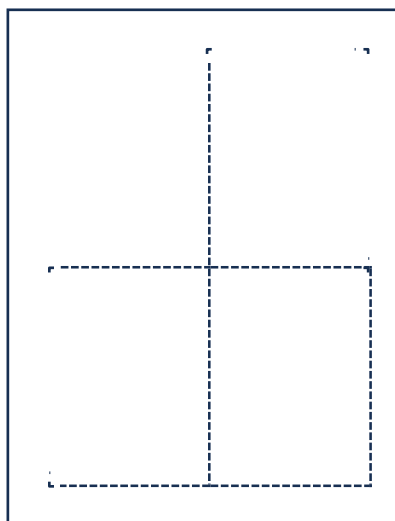
PRINT AD FULL PAGE



- White page border:
Send image file size
6" w x 7" h

- Full Page Bleed:
Send image file size
7" w x 8" h with crop
marks at 1/4" in all 4
corners, and no text
or logo within crop
zone

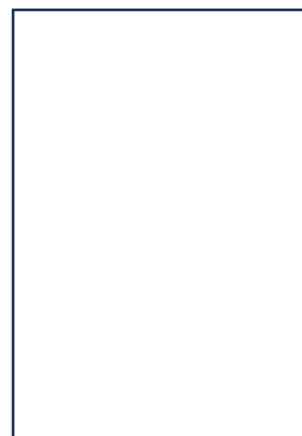
PRINT AD 1/2 PAGE



Send image size:

- Vertical 3" w x 7" h
- Horizontal 6" w x 3.5" h
- Half Page Bleed: allow
an additional 1/4" of
image on all 4 sides, with
crop marks, and no text
or logo within crop
zone

ONLINE AD



Format image to

- 392 px x 568 px

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

All digital files must be in one of the following formats:

PDF, JPEG, EPS or TIFF. Save all images at 300dpi.

DO NOT SEND Microsoft Word or Publisher files.

Go to 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

B) PREMIUM PRINT ADS (COVER ADS) – sold out for Feb 2027

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 changes or combining art/logo/agent info)

FILE PREP	\$50
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PAYMENT TERMS

All prices plus GST. Invoices will be e-mailed to the address provided on order. We have 4 payment options:

- Pay by credit card by clicking the "Review and Pay" button in the invoice e-mail once it is sent to you. **Note the payment on your statement will show as "ALBERTA MEN'S WEAR AGENTS ASSOCIATION"**
- Arrange an EFT from your bank (contact us for details)
- E-transfers can be sent to info@trendsapparel.com
- Send a 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 or call Deb at 780-920-8932.

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