

TRENDS THE APPAREL SHOW

C/o A.M.W.A.A

ADVERTISING FORM

phone 780-455-1881 fax 780-455-3969

amwa@shaw.ca

Dear Trends Exhibitor and/or Manufacturer:

We would be very pleased to have you advertise this season in our Show Directory book.

The book is an 8 1/2" by 10" show guide and a valuable resource tool for all.

Placing an ad in the Show Directory is a cost-effective marketing tool that reaches out to every buyer attending the show. When buying decisions are being made, ensure that your company stands out from the rest! Not only do buyers use the directory to help navigate their buying at the show; they also keep it as a buying resource tool for up to 6 months after the show!

PLEASE IDENTIFY YOUR LINE NAME AND AGENCY THE AD IS FOR.

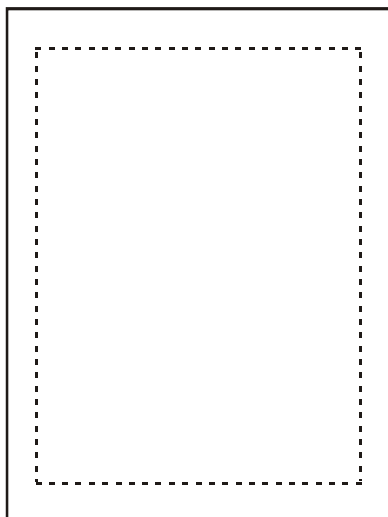
All digital files must be MAC compatible in one of the following formats: QuarkXPress, EPS, TIFF, PDF or PageMaker. Save all images at 300dpi.

DO NOT SEND Microsoft Word; Word perfect or Publisher files

If you are having a graphic artist prepare your ad, have them **sent digitally** to:

www.trendsapparel.com Advertising: user name: **trendsads** password: **trends**

The ad can also be sent **via courier** on CD, with a hard copy to: **Contact us for address**

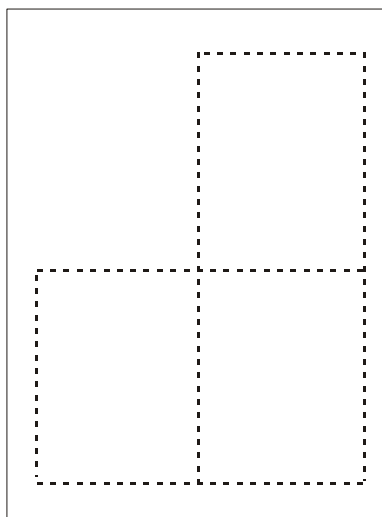


Full Page

Dimensions

Full Page Trim: 8.5 in. x 10 in.

Full Page Bleed: 9 in. x 10.5 in.



Half Page

Dimensions

Vertical: 3.75 in. x 9 in.

Horizontal: 7.5 in. x 4.5 in.

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ORDER FORM

AGENCY NAME _____ LINE NAME _____

A) # Ads _____ full page **Black & White** @ \$250.00 plus GST \$ _____

B) # Ads _____ full page **Colour** ad @ \$500.00 plus GST \$ _____

C) # Ads _____ 1/2 page **Black & White** ad @ 150.00 plus GST \$ _____
Vertical _____ Horizontal _____

D) # Ads _____ 1/2 page **Colour** @ \$300.00 plus GST \$ _____
Vertical _____ Horizontal _____

E) OUTSIDE BACK COVER:
Colour \$3,000.00 plus GST \$ _____

F) INSIDE FRONT COVER:
Colour \$1000.00 plus GST \$ _____

G) INSIDE BACK COVER:
Colour \$1000.00 plus GST \$ _____

H) Production of your AD (art work \$100.00 plus GST) \$ _____
- Fee is for anyone requiring his or her artwork produced

ABSOLUTE DEADLINE – December 9, 2011 (payments and art work)

WE ACCEPT VISA, MASTERCARD AND CHEQUES FOR PAYMENT:

NUMBER _____ Expiry date _____

NAME ON CARD _____

CHEQUE IN THE AMOUNT OF _____ (Payable to A.M.W.A.A.)

Forward with payment to:

A.M.W.A.A., PO BOX 66037, HERITAGE P.O., EDMONTON, AB, T6J 6T4

For Invoicing: Please provide Company address below:
