



The Blue Book

Ad Submission Guidelines

Please supply electronic copies of your ad as follows:

EMAIL: christinaswart@shaw.ca & kate@roadbuilders.bc.ca

Subject line to read: *"Blue Book Ad From [Your Name, Company Name]"*

FTP: [ftp.westholme.com](ftp://ftp.westholme.com) (username: westholme, password: customer)

CD-ROM:

Ms. Kate Cockerill
B.C. Road Builders & Heavy
Construction Association
#307 – 8678 Greenall Avenue
Burnaby, B.C., V5J 3M6

UPDATES TO PREVIOUS ADS:

If you require updates to an ad you have run in the past, please contact Christina to provide any necessary changes. Christine can be contacted at: 604-992-9969. For minor changes, faxes are also acceptable (Fax: 604-436-2627).

SUBMISSION FORMAT: Ads can be submitted in a variety of formats for PC or MAC. All graphics files must be contained in a single ZIP or SIT file.

PREFERRED FORMAT:

PDF: All fonts must be converted to outlines or curves in the original application. All images should be 300 dpi and CMYK mode, High Resolution or Press Quality pdf settings should be used.

ALTERNATIVE FORMATS INCLUDE:

- **.EPS (Various):** All fonts must be converted to outlines or curves, all images should be 300 dpi and CMYK mode, all linked files must be embedded.
- **.AI (Adobe Illustrator):** All fonts must be converted to outlines, all images should be 300 dpi and CMYK mode, all linked files must be supplied.
- **.INDD (InDesign):** All fonts must be supplied, all images should be 300 dpi and CMYK mode, all linked files must be supplied along with a PDF proof of the finished ad.
- **.CDR (CorelDraw):** All fonts must be converted to curves, all images should be 300 dpi and CMYK mode.

ALL AD CONTENT IS DUE BY APRIL 15th, 2011

For more information or help with your ad, please contact:
Kate Cockerill at 604-436-0220 or kate@roadbuilders.bc.ca



**Blue Book 2011-2012
Advertising Request Form**

Attn: Kate Cockerill
Fax: 604-436-2627

EARLY BIRD DISCOUNT
Receive a 10% discount if you reserve your ad by: *April 4th, 2011*

AD SIZE	PRICE*		1 st Choice (√)	2 nd Choice (√)
	BCRB MEMBERS	NON MEMBERS		
Full Page	\$2,200	\$2,500		
Half Page	\$1,300	\$1,600		
One Third Page	\$900	\$1,150		
One Quarter Page	\$700	\$950		
Premium Front Pages** (before the table of contents)	\$2,500	\$2,700		
Inside Front Cover**	\$2,500	\$2,850		
Inside Back Cover**	\$2,500	\$2,850		
Outside Back Cover**	\$2,800	N/A		

*All prices are exclusive of HST.

**Previous purchasers have first refusal on Premium & Cover Pages *if request is received by March 1st, 2011*

Company: _____

Contact Name/Title: _____

Invoice Address: _____

T: _____ F: _____ E: _____

Price: _____ - 10% early bird (if applicable)= _____ + 12% HST = \$ _____

Same Ad as Last Year: (please circle) YES NO

Changes From Last Year's Ad: YES (attached) NO (run same ad)

Will Submit New Ad: YES NO **Ad Generation Help Needed:** YES NO

Section for Ad: (please indicate your preference for where you would like the advertisement to appear. All efforts will be made to accommodate your request, but no guarantees can be made.)

- | | | |
|--|---|--|
| <input type="checkbox"/> Drilling | <input type="checkbox"/> Excavators | <input type="checkbox"/> Rollers |
| <input type="checkbox"/> Paving & Sweeping | <input type="checkbox"/> Graders | <input type="checkbox"/> Scrapers |
| <input type="checkbox"/> Cleaning | <input type="checkbox"/> Lifting | <input type="checkbox"/> Tractors |
| <input type="checkbox"/> Concrete | <input type="checkbox"/> Loaders | <input type="checkbox"/> Trucks & Trailers |
| <input type="checkbox"/> Scales | <input type="checkbox"/> Saws & Brush Cutters | <input type="checkbox"/> Forestry |
| <input type="checkbox"/> Electrical | <input type="checkbox"/> Pumps | |

*** ALL AD CONTENT IS DUE BY APRIL 19th, 2011**

FOR OFFICE USE ONLY – PLEASE DO NOT WRITE IN SHADED AREA

Date Paid: _____

Proof Required: YES NO

Date: _____

_____ Ad Received (at BCRB)

_____ Proof Sent

_____ Proof Received