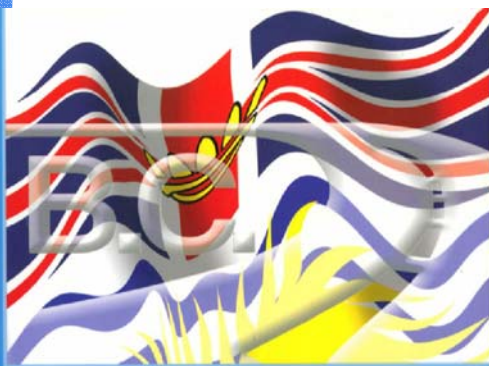


Don't miss out on your chance to advertise in the 2010/11 Blue Book Equipment Rental Rate Guide!

- Produced in partnership with the Ministry of Transportation & Infrastructure and the Ministry of Forests & Range
- The guide is used daily by thousands of construction and road building professionals throughout B.C. and Western Canada
- A great, low cost way to market your company's products/services in a publication that has a shelf life of over one year!



Equipment Rental Rate Guide

B.C. Road Builders & Heavy Construction Association

**The
Blue
Book**

Authorized by
the Government
of BRITISH
COLUMBIA
B.C. Hydro and Power Authority
B.C. Rail Ltd.



**Reserve your ad space
by April 1, 2010 to
receive a 10% early
bird discount!**

For additional information, contact:

Parveen Parhar

BC Road Builders &

Heavy Construction Association

Tel: 604-436-0220

Fax: 604-436-2627

Email: parveen@roadbuilders.bc.ca



**Blue Book 2010-11
Advertising Request Form**

Attention: Parveen Parhar
Fax: 604-436-2627

Early Bird Deadline
Receive a **10% discount** if you
reserve your ad by:
Apr. 1, 2010

Size	Cost – BCRB Members	Cost – Non-members	1 st Choice (√)	2 nd Choice (√)
One Quarter Page	\$600*	\$850*		
One Third Page	\$800*	\$1050*		
Half Page	\$1200*	\$1450*		
Full Page	\$2000*	\$2250*		
Premium Front Pages** (before the table of contents)	\$2200*	\$2450*		
Inside Front Cover**	\$2300*	\$2550*		
Inside Back Cover**	\$2300*	\$2550*		
Outside Back Cover**	\$2500*	\$2750*		

*Prices *do not* include GST

**Previous purchasers have first refusal on Premium and Cover Pages

Company: _____

Contact Name/Title: _____

Invoice Address: _____

Phone: _____ Fax: _____

E-mail: _____

Price: _____ - 10% early bird (if applicable)= _____ + 5% GST=\$ _____

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 check if you have preference(s) and we will try to accommodate)

- | | | |
|--|---|--|
| <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 23rd, 2010**

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

Date Paid: _____

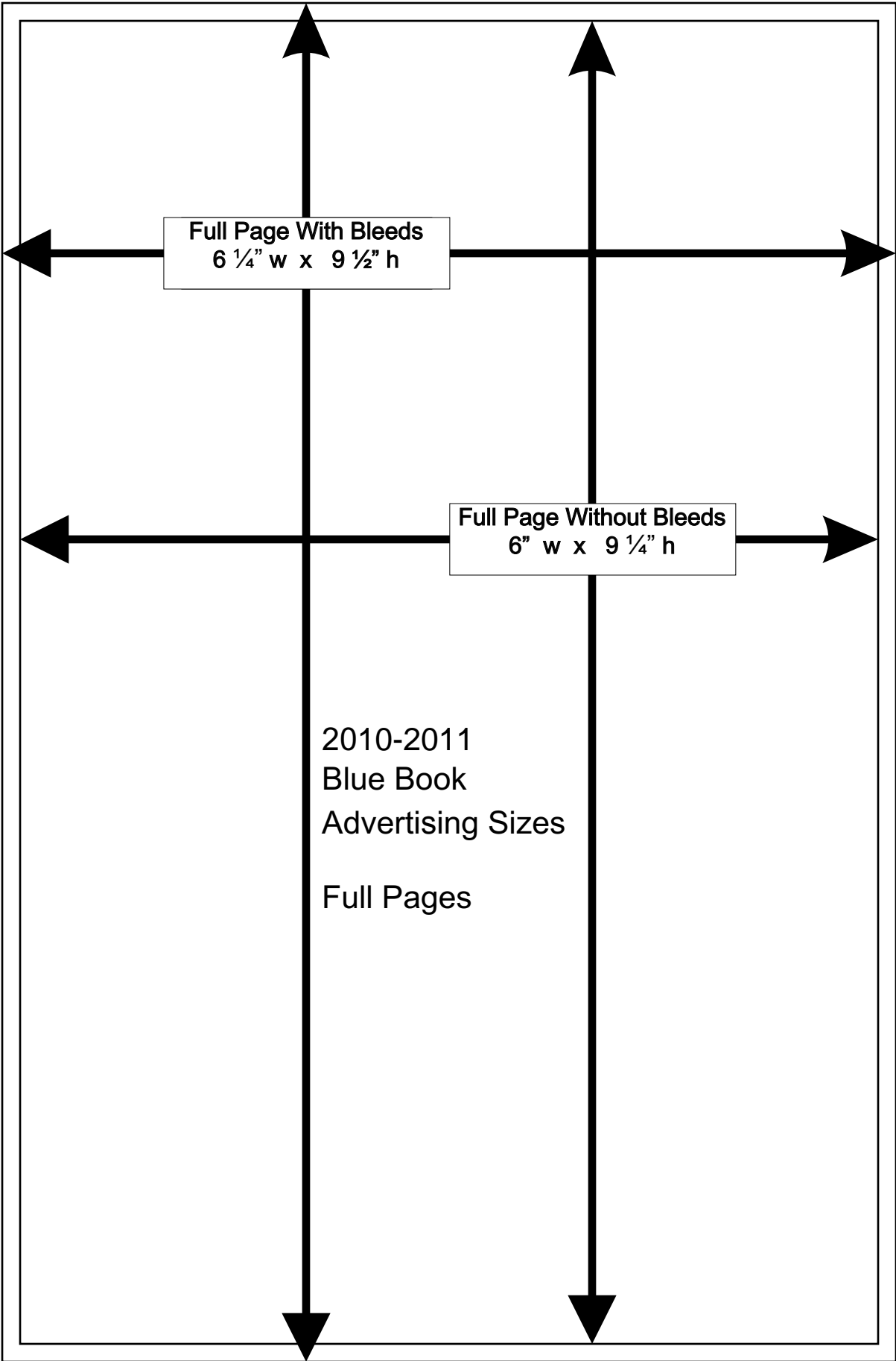
Proof Required: YES NO

Date: _____

_____ Ad Received (at BCRB)

_____ Proof Sent

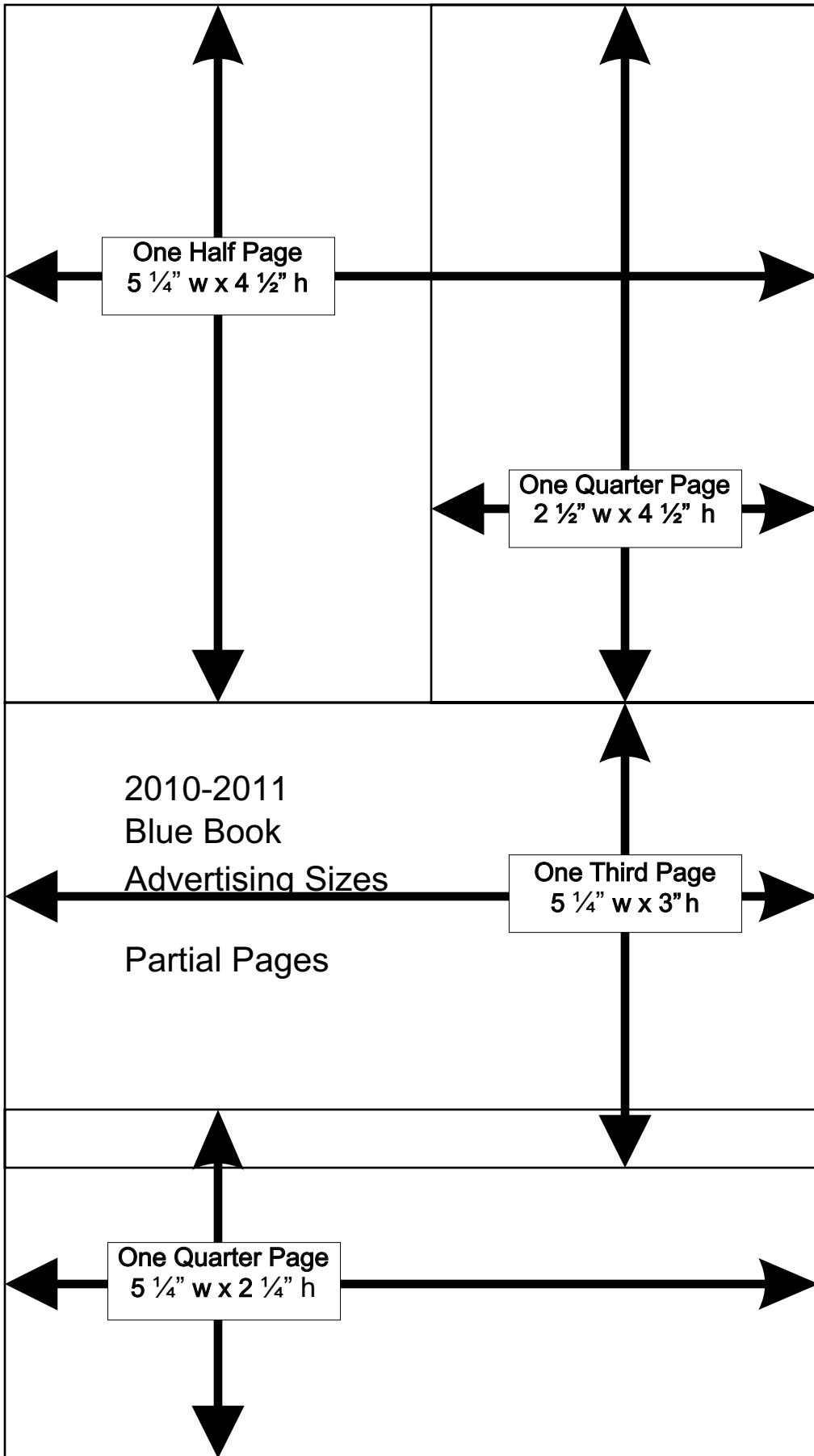
_____ Proof Received



Full Page With Bleeds
6 1/4" w x 9 1/2" h

Full Page Without Bleeds
6" w x 9 1/4" h

2010-2011
Blue Book
Advertising Sizes
Full Pages





The Blue Book

Ad Submission Guidelines

Please supply electronic copies of your ad as follows:

EMAIL: christinaswart@shaw.ca and parveen@roadbuilders.bc.ca
Subject line should read: "Blue Book Ad From [Your Name, Company Name]"

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

CDROM: Parveen Parhar
B.C. Road Builders & Heavy Construction Association
#307 – 8678 Greenall Avenue, Burnaby, B.C., V5J 3M6

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

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.

The following format is preferred:

- 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 23rd, 2010

For more information or help with your ad, please contact:

Parveen Parhar at 604-436-0220 or parveen@roadbuilders.bc.ca