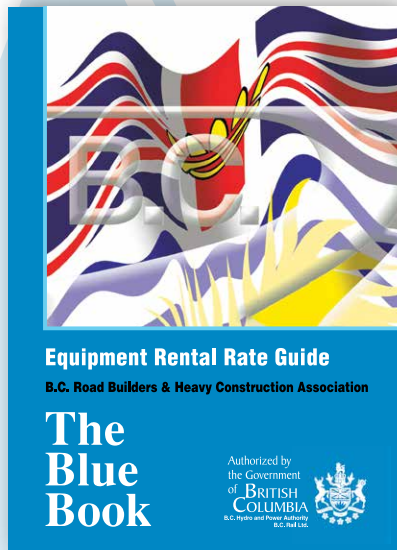


# BLUE BOOK EQUIPMENT RENTAL RATE GUIDE ADVERTISING OPPORTUNITIES



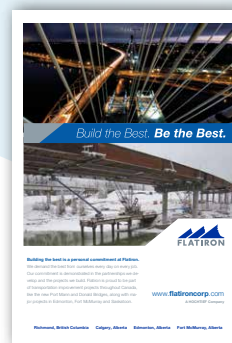
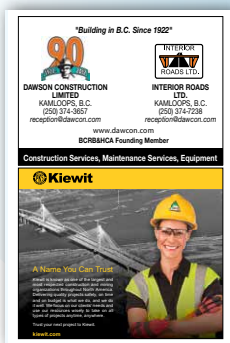
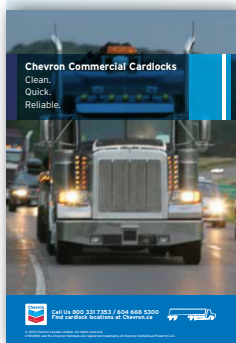
The **Blue Book Equipment Rental Rate Guide** production is underway – reserve your advertising placement today to be featured in the industry guide used daily by thousands of construction and road building professionals throughout BC and Western Canada.

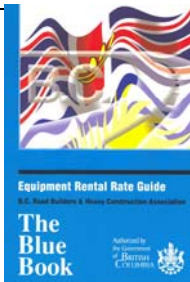
Take advantage of this great low-cost way to market your company and support the BC Road Builders & Heavy Construction Association.



For more information visit, [www.roadbuilders.bc.ca](http://www.roadbuilders.bc.ca) or contact Parveen Parhar at 604-436-0220 or [parveen@roadbuilders.bc.ca](mailto:parveen@roadbuilders.bc.ca)

## YOUR AD GOES HERE!





## Blue Book 2016-2017 Advertising Request Form

Attn: Parveen Parhar  
E-mail: [parveen@roadbuilders.bc.ca](mailto:parveen@roadbuilders.bc.ca)

### EARLY BIRD DISCOUNT

Receive a 10% discount if you  
reserve your ad by: *Feb. 1<sup>st</sup>, 2016*

AD SIZE	PRICE*		1 <sup>st</sup> Choice (✓)	2 <sup>nd</sup> Choice (✓)
	BCRB MEMBERS	NON MEMBERS		
Full Page	\$2,300	\$2,800	<input type="checkbox"/>	<input type="checkbox"/>
Half Page	\$1,400	\$1,900	<input type="checkbox"/>	<input type="checkbox"/>
One Third Page	\$1,000	\$1,500	<input type="checkbox"/>	<input type="checkbox"/>
One Quarter Page	\$800	\$1,300	<input type="checkbox"/>	<input type="checkbox"/>
Premium Front Pages** (before the table of contents)	\$2,400	\$2,900	<input type="checkbox"/>	<input type="checkbox"/>
Inside Front Cover**	\$2,600	\$3,100	<input type="checkbox"/>	<input type="checkbox"/>
Inside Back Cover**	\$2,600	\$3,100	<input type="checkbox"/>	<input type="checkbox"/>
Outside Back Cover**	\$3,000	N/A	<input type="checkbox"/>	<input type="checkbox"/>

\*Prices do not include GST.

\*\*Previous purchasers have first refusal on Premium & Cover Pages

Company: \_\_\_\_\_ Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_ City/Prov.: \_\_\_\_\_ PC: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

#### Payment Options:

☐ Cheque

☐ Visa/Mastercard #: \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_ Signature: \_\_\_\_\_

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

Same Ad as Last Year: (please select) ☐ 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.)

- ☐ Drilling
- ☐ Paving & Sweeping
- ☐ Cleaning
- ☐ Concrete
- ☐ Scales
- ☐ Electrical

- ☐ Excavators
- ☐ Graders
- ☐ Lifting
- ☐ Loaders
- ☐ Saws & Brush Cutters
- ☐ Pumps

- ☐ Rollers
- ☐ Scrapers
- ☐ Tractors
- ☐ Trucks & Trailers
- ☐ Forestry

**\* ALL AD CONTENT IS DUE BY MARCH 1<sup>st</sup>, 2016**

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

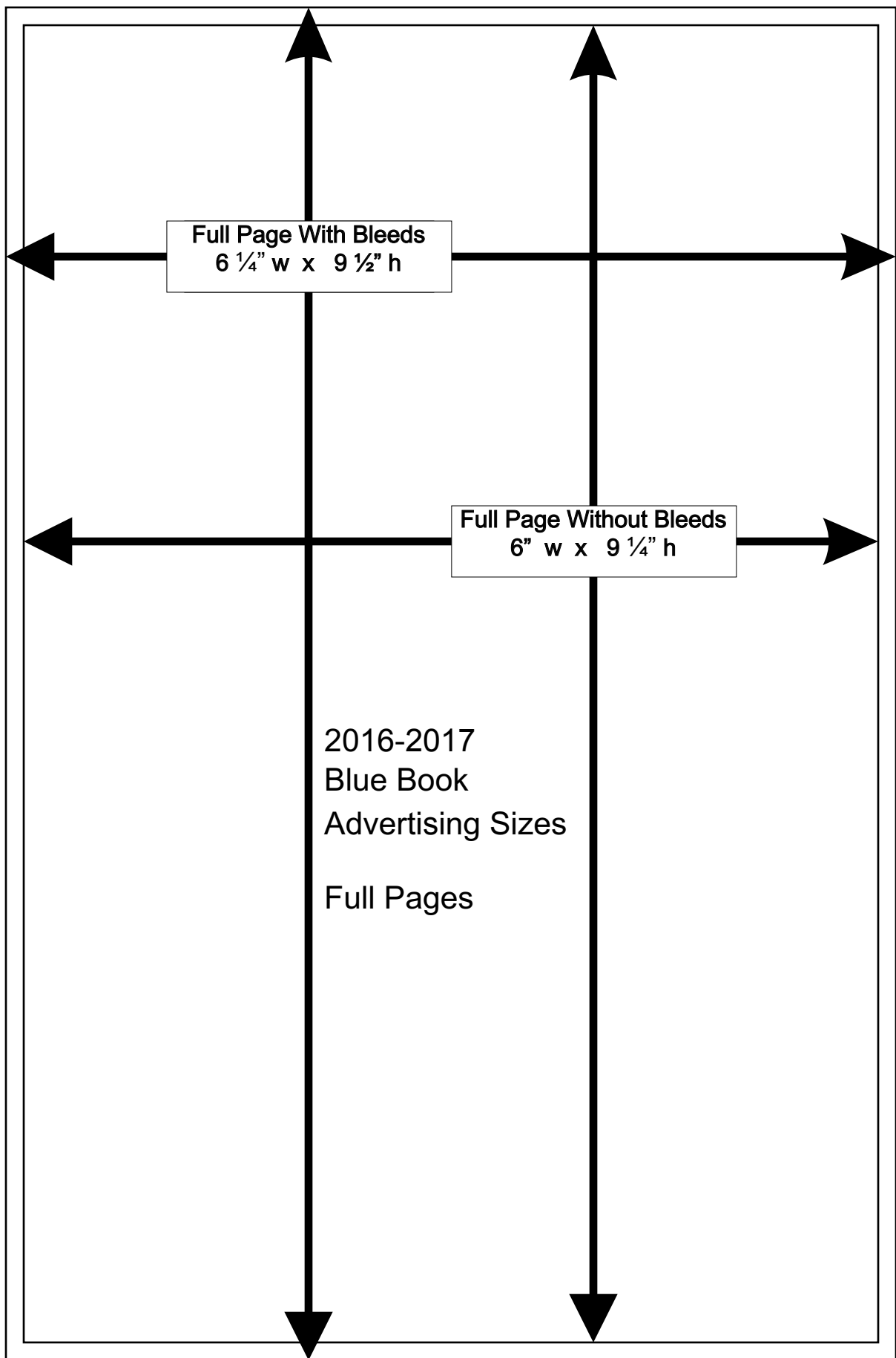
Date Received: \_\_\_\_\_

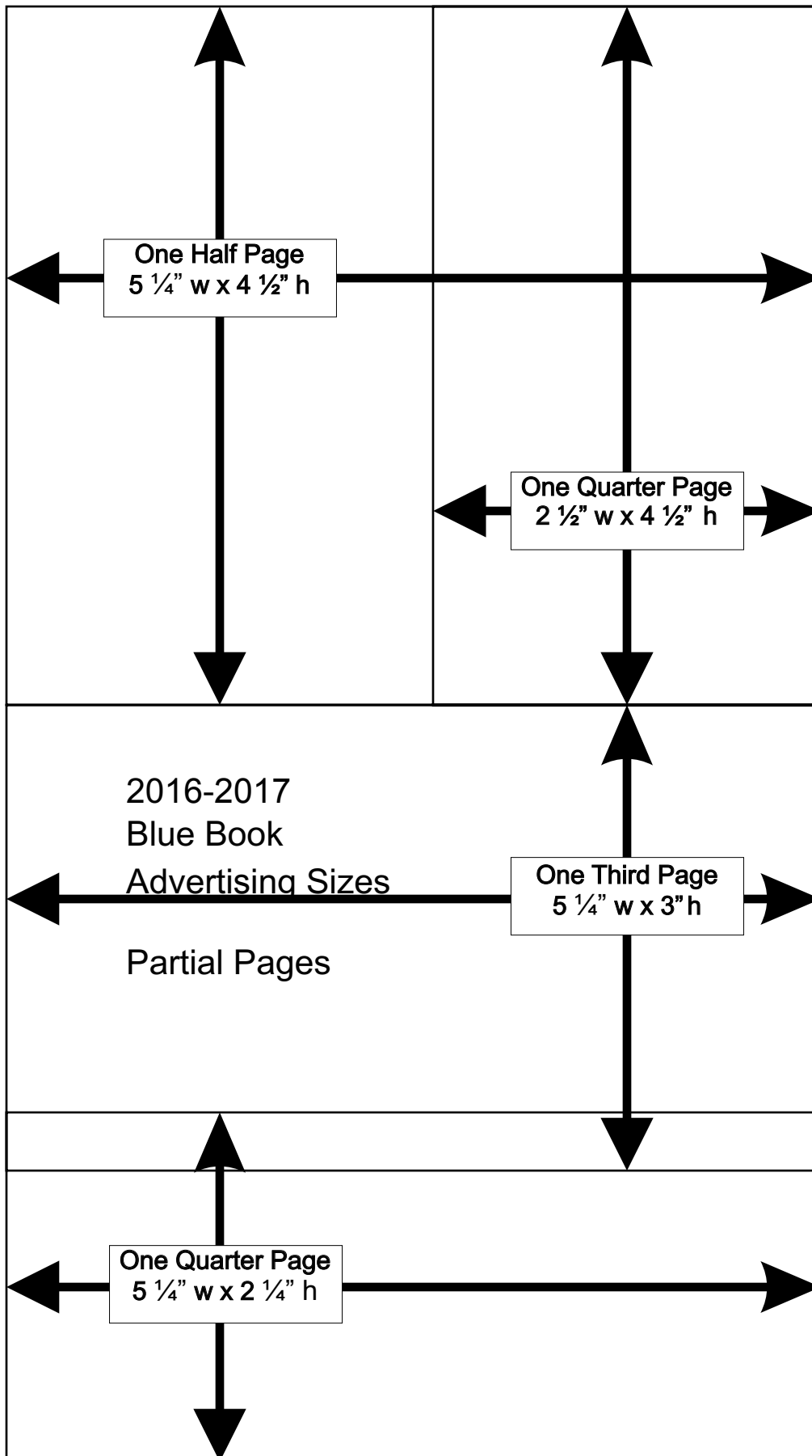
Date Paid: \_\_\_\_\_

\_\_\_\_\_ Ad Received (at BCRB)

\_\_\_\_\_ Proof Sent

\_\_\_\_\_ Proof Received







# The Blue Book

## Ad Submission Guidelines

Please supply electronic copies of your ad as follows:

**EMAIL:** [ads@westholme.com](mailto:ads@westholme.com) & [parveen@roadbuilders.bc.ca](mailto:parveen@roadbuilders.bc.ca)

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

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

**USB:**

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

**AD ASSISTANCE/UPDATES TO PREVIOUS ADS:**

If you require assistance in developing an ad or have updates to an ad you have run in the past, please contact Westholme Graphics at [ads@westholme.com](mailto:ads@westholme.com) or 604-270-0120.

**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 MARCH 1<sup>st</sup>, 2016**

For more information, please contact:

Parveen Parhar at 604-436-0220 or [parveen@roadbuilders.bc.ca](mailto:parveen@roadbuilders.bc.ca)