

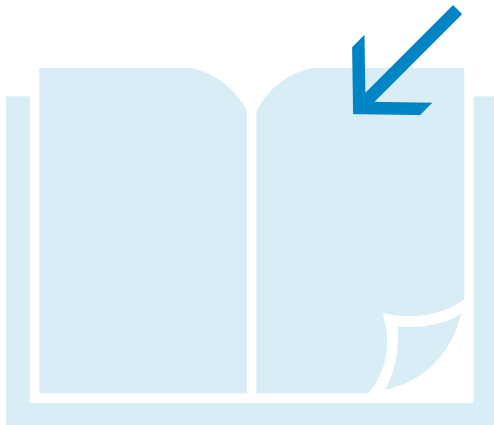
BLUE BOOK EQUIPMENT RENTAL RATE GUIDE ADVERTISING OPPORTUNITIES



THE 2020-2021 BLUE BOOK EQUIPMENT RENTAL RATE GUIDE production is underway—reserve your advertising placement today to be featured in the industry guide used by thousands of construction and road building professionals throughout BC and Western Canada.

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

YOUR AD GOES HERE!



- For more information, visit roadbuilders.bc.ca or contact us at 604-436-0220 or info@roadbuilders.bc.ca
- Previous purchasers have first right of refusal on premium and cover pages



BC Road Builders & Heavy Construction Association
Suite 307, 8678 Greenall Avenue, Burnaby, BC V5J 3M6
604-436-0220 | roadbuilders.bc.ca



2020/2021 Blue Book Advertising Request Form

EARLY BIRD DISCOUNT!
Receive a 10% discount if you
reserve your ad by: March 13, 2020

Please complete all fields, and email or fax to: e: info@roadbuilders.bc.ca f: (604) 436-2627

AD SIZE	PRICE*		First Choice	Second 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

Same ad as last year: ☐ YES ☐ NO Will submit new ad: ☐ YES ☐ NO Ad generation help needed: ☐ YES ☐ NO Changes from last year's ad: ☐ YES (Attached) ☐ NO (Run same ad)

Company Name:		
Contact Person:		
Mailing Address:		
City:	Province:	Postal Code:
Phone Number:	Email:	

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 | |

Price (Less 10% Early Bird Discount if applicable): \$ _____
SUBTOTAL: \$ _____
TOTAL + 5% GST: \$ _____

For Office Use Only

Date Paid: _____
Date Received: _____
Ad Received at BCRB: _____
☐ Proof Sent ☐ Proof Received

Visa/Mastercard Number:	
Expiry Date:	Cardholder Name:
Signature:	Email for Receipt:

All ad content is due by March 27th, 2020

BLUE BOOK AD SUBMISSION SPECIFICATIONS AND GUIDELINES

PLEASE READ CAREFULLY PRIOR TO SUBMITTING YOUR AD. We want to make sure that your company gets the best exposure on the pages of the Blue Book. In order to do so, please follow the ad submission specifications and guidelines below. Any ads that do not meet the specifications **WILL NOT BE ACCEPTED** until the appropriate revisions have been made.

1. ACCEPTED FILE TYPES

PDF, EPS, high resolution TIFF

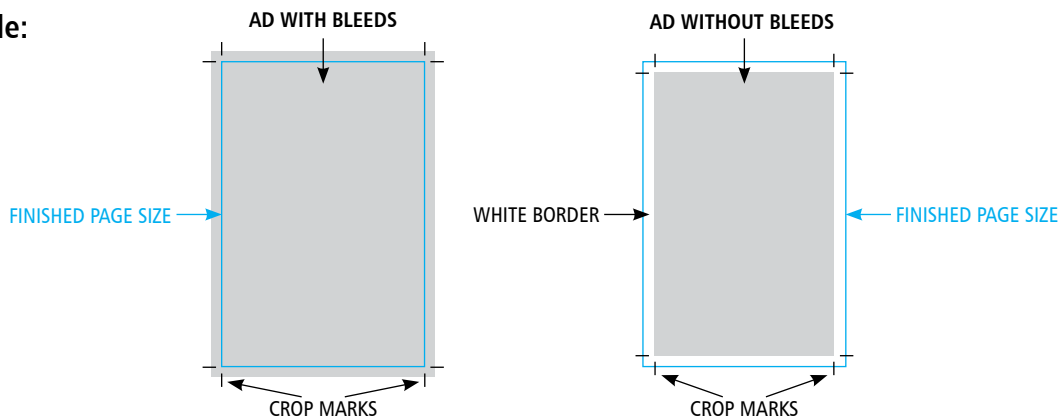
2. RESOLUTION AND COLOUR MODE

All supplied files must be in CMYK colour mode with image resolution at 300dpi

3. CROPS AND BLEEDS

Crop/trim marks are required on all supplied ads. 0.125" bleed allowance must be added to full page ads with bleeds. Full page ads without bleeds will appear on the page with 0.25" white border around them.

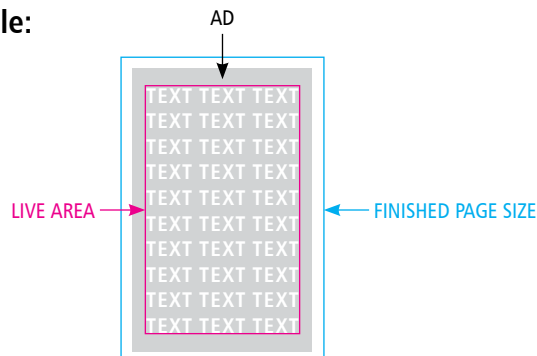
Example:



4. LIVE AREA

We want to make sure that all the vital information in your ad is highly visible. Please ensure that all contact information and vital text appears within the Live Area specified on Pages 5 and 6 of this document.

Example:



5. SUBMISSION CONTACT INFORMATION

Please supply a copy of your ad as follows:

EMAIL: ads@westholme.ca OR info@roadbuilders.bc.ca

Subject line should read: *[Year] Blue Book Ad From [Your Company Name]*

FTP: <ftp.westholme.ca>

User name: *westholme*; password: *customer*

6. DESIGN SERVICES (AD CREATION AND UPDATES)

No time to create your own ad or make changes to the existing one? No problem! We are here to help. Contact Westholme Graphics at ads@westholme.ca and we will get back to you within 24 hours acknowledging your request and advising the proof turnaround time. You can also reach us by phone at 604-270-0120.

7. PROOF APPROVAL

We want you to be happy with your ad. On average, a proof will be emailed to you within 48 hours of your initial request (following acknowledgement of the receipt). All proofs will be submitted in PDF format, showing your ad in relation to the finished page size (**please note that unless you have a full-page ad, the actual location of your ad on the page will be subject to final layout**). Upon reviewing your ad, you will be able to indicate on the proof page if the ad is approved for print or if additional changes are required.

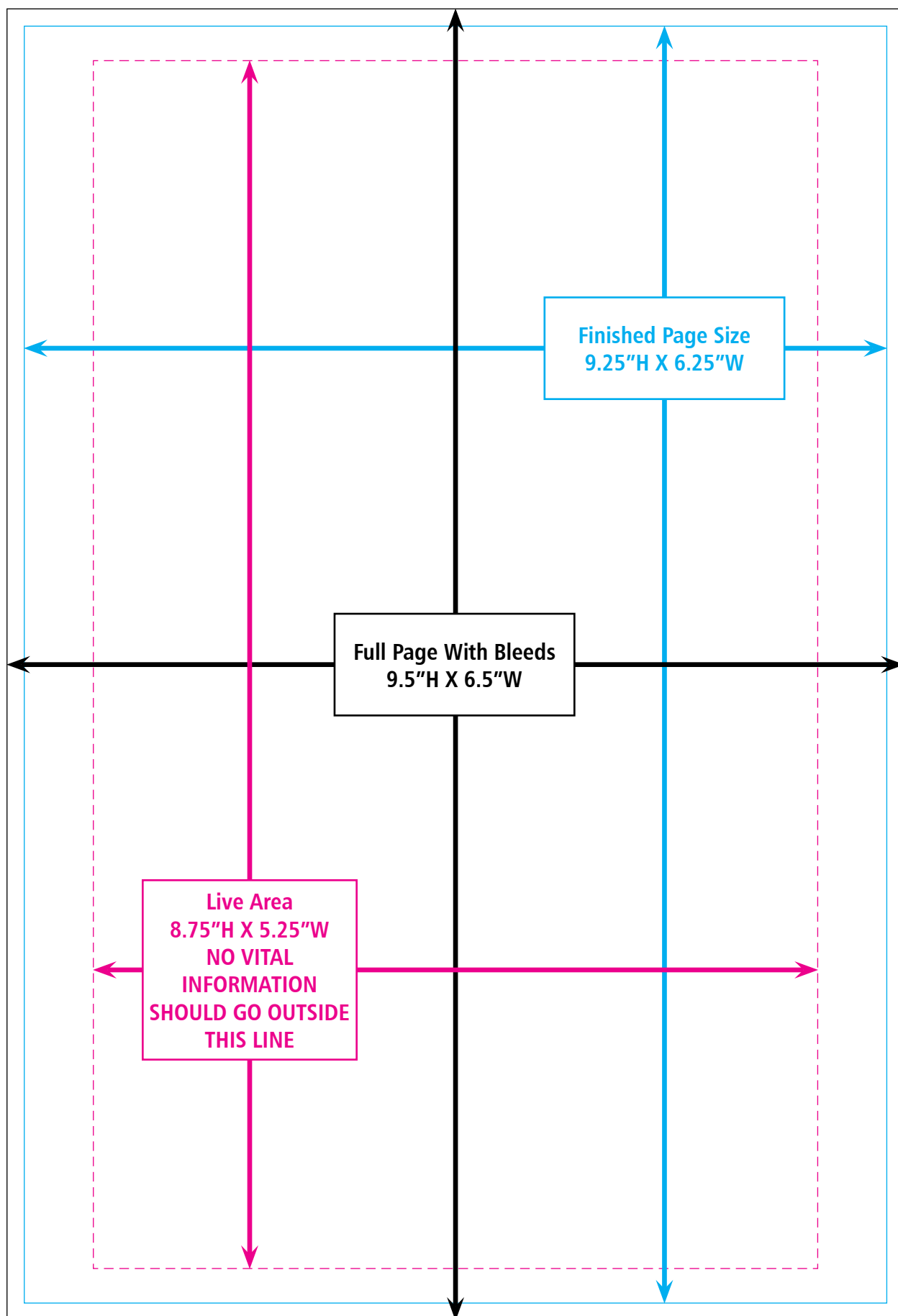
IMPORTANT: the accuracy of all ad material is advertiser's responsibility.

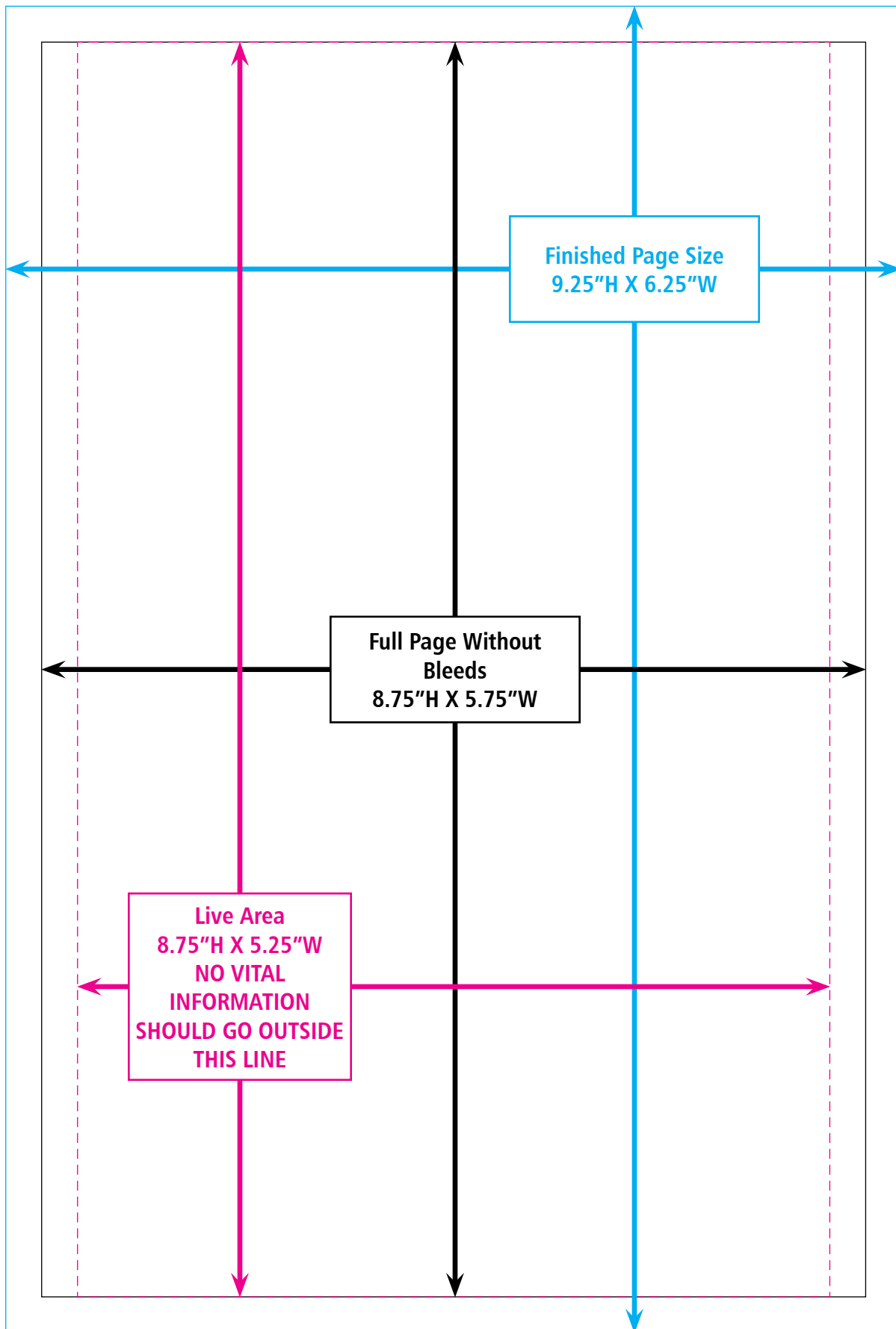
We do our best to make sure your ad is error-free, but occasionally, mistakes do happen. That is why it is extremely important that you proof-read your ad thoroughly before signing off on it.

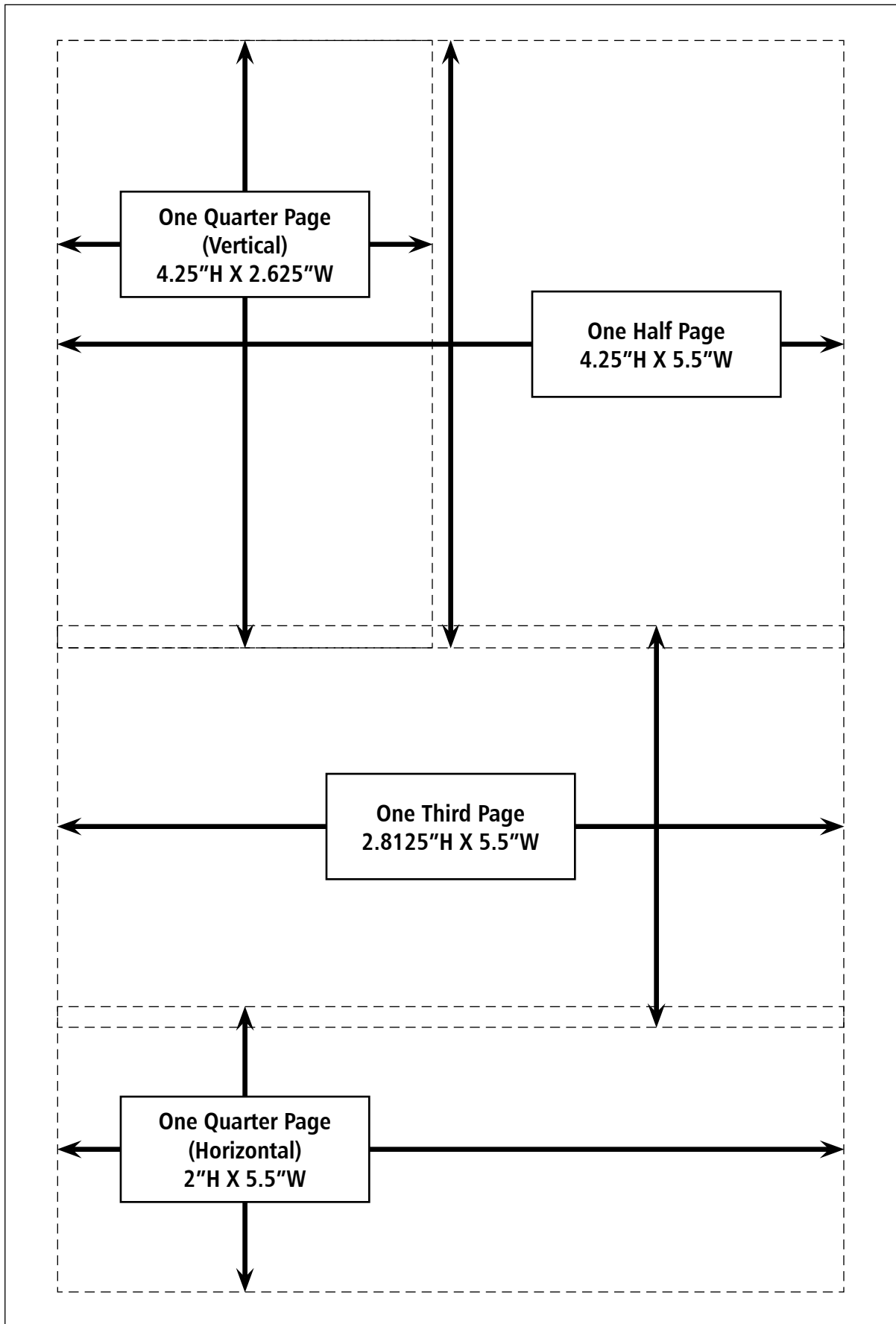
NO AD WILL GO TO PRINT WITHOUT A WRITTEN APPROVAL. This is done to ensure the accuracy of the printed material, and to protect both the advertiser, and the publisher. If we have not received your written approval, we will follow up with you before the publication goes to print, reminding you to sign off on your ad.

8. SUBMISSION DEADLINE

To take advantage of the early bird discount, please submit your *2020-2021 Blue Book* ad by **March 13th, 2020**. Final ad submission deadline for *2020-2021 Blue Book* is **March 27th, 2020**. For more information, please contact Julia Stachowiak at **604-436-0220** or info@roadbuilders.bc.ca.







IMPORTANT: the accuracy of all ad material is advertiser’s responsibility.
We do our best to make sure your ad is error-free, but occasionally, mistakes do happen. Please proof-read your ad thoroughly before signing off on it.

NOTE: this proof shows your ad in relation to the finished page size. **The actual *location* of your ad on the page will be subject to final layout** (does not apply to full-page ads).



☐ **APPROVED AS SHOWN**

☐ **CHANGES REQUIRED**
Use the lines below to list your changes. You can also mark your changes directly on the proof or outline them in your email.

DATE

NAME

SIGNATURE

*Please scan and email this page along with requested ad changes (if applicable) to **ads@westholme.ca** or fax to 604-270-0162.*