

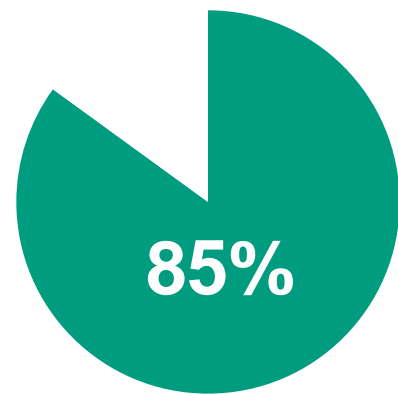
# Building Supply

NEWS

## Media Kit

### REACH OVER 85% OF THE BUILDING SUPPLY DEALERS IN THE REGION!

The Atlantic Building Supply Dealers Association (ABSDA) is the collective voice of the Building Supply and Home Improvement Industry. With a total Membership of over 550 Member firms involved in the Building Supply Industry in Atlantic Canada, ABSDA unites the industry while meeting dealer and supplier needs.



### WHY DO BUSINESS WITH ABSDA MEMBERS?

Our membership provides a unique opportunity for businesses involved in the building supply industry to further their reach by showcasing their products and services to a very specific and targeted audience. Our members represent 85% of the building supply dealers in the Atlantic provinces in Canada. Nationally, the building supply industry is worth an estimated \$39 billion annually.

### Publication Dates

December, 2019  
February, 2020 (Pre-Expo Edition)  
April, 2020  
July, 2020  
September, 2020



# Building Supply

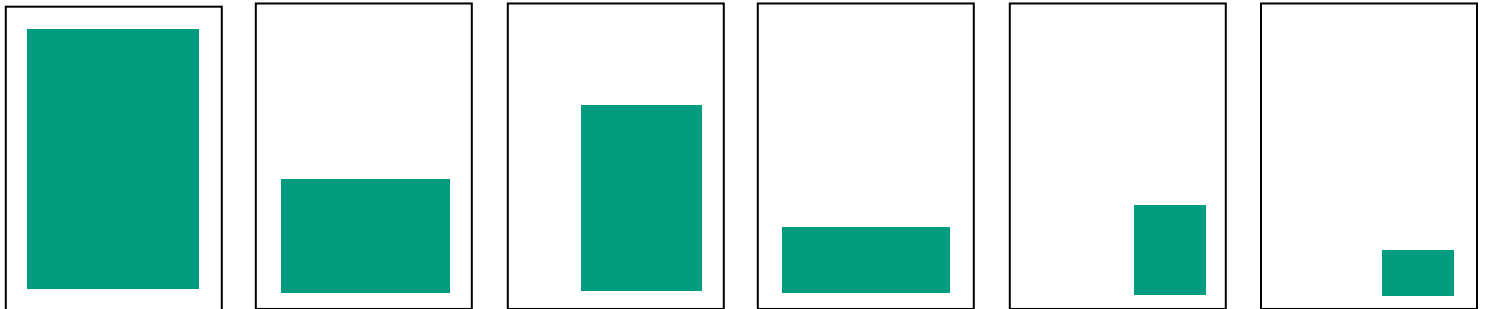
NEWS

## Advertising Rate Card

2019/2020

Ad Size	Single Insertion Net Full Colour (Per Issue)	Multiple Issue Insertion Net Full Colour (Per Issue)
Full Page	\$1100	\$1025
1/2 Page	\$875	\$825
1/3 Page	\$680	\$630
1/4 Page	\$500	\$450
Business Card	\$350	\$320

All rates are NET. No cash discount. Agencies add commission to above listed rates.  
All Rates are subject to 15% H.S.T. (H.S.T. # R106736168)



Full Page  
8.75" X 11.25" (Bleed)  
7.5" X 10" (No Bleed)

1/2 Page Horizontal  
7.5" X 5"

1/2 Page Vertical  
5" X 7.5"

1/3 Page  
7.5" X 3.25"

1/4 Page  
3.75" X 5"

Bus. Card - 1/8 Page  
3.33" X 2.16"

### Mechanical Requirements

Acceptable ad submission format is High Resolution PDF (press ready), with the artwork meeting the following criteria:

- All artwork must be grayscale, black and white, or CMYK process colour. Pantone, duotone, index and RGB colours must be converted to standard CMYK process colour prior to submission.
- All fonts (typefaces) must be embedded or converted to paths.
- All artwork must be supplied at actual size (100%) and at 300 dpi resolution.

Ads supplied incorrectly, or in other formats, could be subject to extra charges.

**Conditions:** Orders are accepted subject to terms and conditions of this rate card and to any conditions imposed by government regulations. Invoices are payable thirty (30) days from the date of issue. Multiple units of space in one issue are charged at the individual space rate.

The advertiser and/or agency assumes any and all liability for all content and subject matter of all accepted advertisements and also assumes responsibility for any loss and/or costs resulting from any claims made against the publisher. The liability of the publisher for errors is limited to that portion of the advertisement in which the error occurs and the liability for any damages resulting from errors will not exceed the amount charged for the advertisement in question.

The publisher will be under no liability for failure to insert any advertisement. All advertising copy is subject to the approval of the publisher.

**Closing Dates:** Cut-off date is 30 days prior to publication.

### Atlantic Building Supply Dealers Association

70 Englehart Street, Dieppe, NB E1A 8H3  
Phone: (506) 858-0700  
E-mail: [logan@absda.ca](mailto:logan@absda.ca) Web Site: [www.absda.ca](http://www.absda.ca)

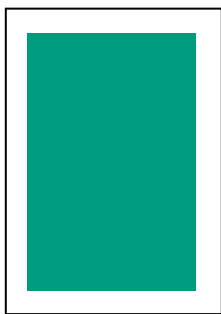


## Advertising Order Form

2019/2020

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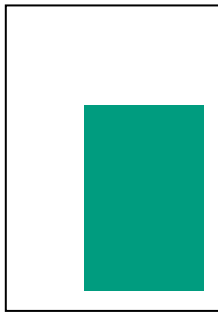
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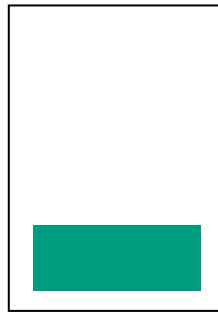
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7.5" X 10" (No Bleed)



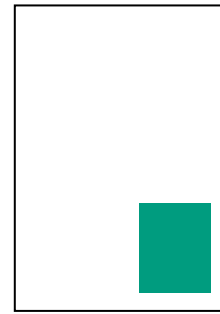
1/2 Page Horizontal  
7.5" X 5"



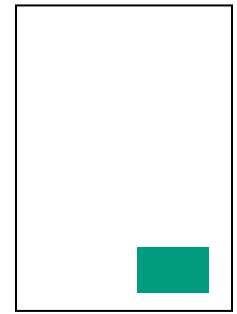
1/2 Page Vertical  
5" X 7.5"



1/3 Page  
7.5" X 3.25"



1/4 Page  
3.75" X 5"



Bus. Card - 1/8 Page  
3.33" X 2.16"

### Please Indicate the Ads you Plan to Book in the Table Below

Issue	Full Page	1/2 Page	1/3 Page	1/4 Page	Business Card
<b>December 2019</b>					
<b>February 2020</b> (Pre-Expo Issue)					
<b>April/May 2020</b>					
<b>July 2020</b>					
<b>September 2020</b>					
<b>December 2020</b>					

Company Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_

Contact: \_\_\_\_\_ Email: \_\_\_\_\_

Send form to: **ABSDA**  
70 Englehart Street, Dieppe, NB E1A 8H3  
Phone: (506) 858-0700  
Email: logan@absda.ca