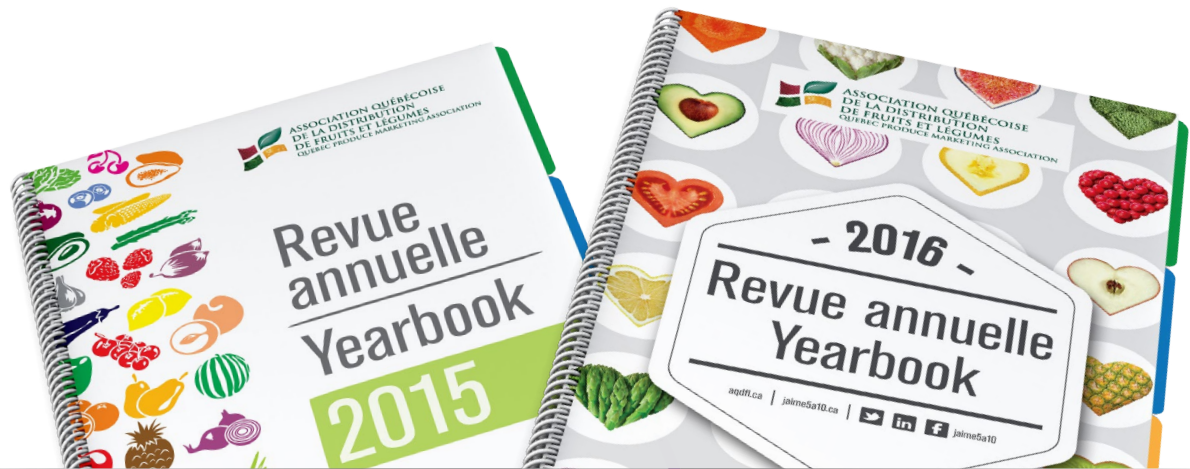




ASSOCIATION QUÉBÉCOISE  
DE LA DISTRIBUTION  
DE FRUITS ET LÉGUMES  
QUÉBEC PRODUCE MARKETING ASSOCIATION

# TELL EVERYONE ABOUT YOUR COMPANY

on the Quebec produce industry's  
largest business network!



## 2017 YEARBOOK

*The perfect way to showcase your business...  
and produce profits by the bushel!*

**Over  
100 companies  
advertise with us**

**Over  
500 companies  
will see your ad**

**A handy format  
with a print run  
of 600 copies**

**Distributed  
to all QPMA  
members and  
partners**

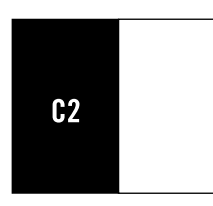
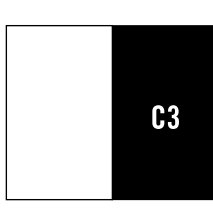
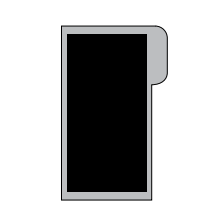
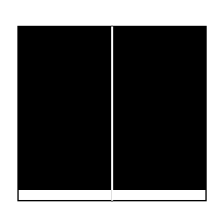
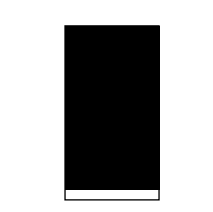
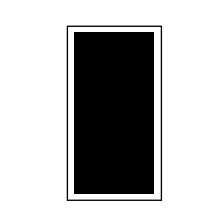
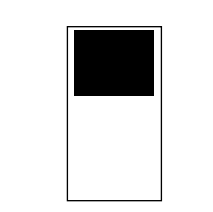
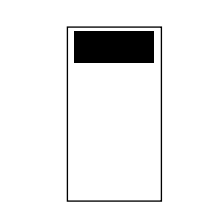
**NEW**

**Your logo clickable on the  
qpma.ca homepage for FREE**

# Formats and rates

NEW RATES! Our rates haven't changed in over 10 years... so we hope you understand the need for the slight increase this year. (plus taxes)



1	<b>Inside cover C2</b> <b>\$1,800</b> <i>Only one available: first come, first served!</i>		Page size: 6.625" x 9.5" Image size: 6.625" x 9.5" Size for full bleed: 6.875" x 9.75" <b>Live type area*</b> : 5.875" x 9"
2	<b>Inside cover C3</b> <b>\$1,800</b> <i>Only one available: first come, first served!</i>		Page size: 6.625" x 9.5" Image size: 6.625" x 9.5" Size for full bleed: 6.875" x 9.75" <b>Live type area*</b> : 5.875" x 9"
3	<b>Tabs</b> <b>\$1,300</b> <i>12 availables: first come, first served!</i>		Page size: 6.5" x 9.5" Image size - « no bleed » : 5.25" x 8.75" <b>NB : Your ad will be surrounded by a colour margin that matches the tab (colour chosen by the QPMA).</b>
4	<b>Double page</b> <b>\$1,700</b> (2 x \$850)		Page size: 2x 6" x 9.5" Image size: 2x 6" x 9.25" Size for full bleed: 2x 6.25" x 9.5" <b>Live type area*</b> : 2x 5.25" x 8.5"
5	<b>Full page</b> <b>\$900</b>		Page size: 6" x 9.5" Image size: 6" x 9.25" Size for full bleed: 6.25" x 9.5" <b>Live type area*</b> : 5.25" x 8.5"
6	<b>Full page (no bleed)</b> <b>\$900</b>		Image Size: 5" x 8,5"
7	<b>1/2 page</b> <b>A- Rate colour \$600</b> <b>B- Rate black and white \$425</b>		Image Size: 5" x 4,125"
8	<b>1/4 page</b> <b>A- Rate colour \$400</b> <b>B- Rate black and white \$300</b>		Image Size: 5" x 2"

**\*IMPORTANT**  
 For advertising formats with full bleed, it is important to respect the typographical safety area because of the spiral binding, which can be on the left or right of your ad, depending on where it is placed in the publication.



## STEP 1 COMPLETE YOUR CONTRACT

### ▶ FOR ALL ADVERTISERS

#### RATES

Taxes are not included in rates. **Advertisers will be charged a minimum of \$30 extra for ads that require text corrections, additions, digitization, size adjustments or any other changes.**

#### INDEMNITY

The advertiser assumes full responsibility for the content of the ad. To avoid errors, typos or omissions, a proof will be sent to you for approval. **A proof will be sent only if you have made alterations to your ad.** Advertisers submitting a new ad or reprinting an ad without alteration **will not receive a proof.**

#### PAYMENT

The invoice is payable upon receipt.

#### Send your contract

To: Anne-Émilie Thibault  
Email: aethibault@aqdfl.ca  
Fax: 514.355.9876

## STEP 2 SEND YOUR COMPANY LOGO

### ▶ FOR ALL ADVERTISERS

#### Your logo file must be in a vector format (.ai or .eps)

To: Anne-Émilie Thibault  
Email: aethibault@aqdfl.ca

## STEP 3 PREPARE YOUR AD

### ▶ FOR ANY NEW AD OR REVISED AD

#### TECHNICAL DATA

**Printing:** four-colour process

**Screen:** 150 lines per inch

#### MATERIALS REQUIRED

**Software supported:** Mac format

Adobe CS5: InDesign, Illustrator or Photoshop or in high-resolution (300 DPI) PDF in CMYK (always include photos, illustrations and fonts with your InDesign files)

**Images:** All support files (fonts, photos, logos, etc.) must be in four-colour process (CMYK) in EPS format (no RGB images will be accepted), and fonts must be included, not converted to outline or True Type.

#### Send your ad

It is strongly recommended that you compress (zip) your files before sending them. Please attach a PDF for visual reference.

#### OPTION 1: FILE TRANSFER SERVICE

WeTransfer, Dropbox...

Please put **QPMA PROJECT** in the subject line

To: Nancy Désautels at nancy@artimagedesign.com

#### OPTION 2: EMAIL

Max file size: 10 MB

Please put **QPMA PROJECT** in the subject line

To: Nancy Désautels at nancy@artimagedesign.com

## DEADLINE

Please send your contract,  
your logo and your ad

**NO LATER THAN MARCH 31, 2017.**

# Advertising Contract - 2017 Yearbook



**I want to advertise in the 2017 Yearbook  
and I will provide you with the required digital files.**

Please indicate the number of the ad size chosen (1 to 8B) \_\_\_\_\_ + ad rate \$ \_\_\_\_\_

**PLEASE PRINT OR TYPE**

Company: \_\_\_\_\_

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

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

City: \_\_\_\_\_

Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

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

Website: \_\_\_\_\_

**MANDATORY** signature: \_\_\_\_\_ Date : \_\_\_\_\_

## STEPS TO FOLLOW

**1 ► YOUR CONTRACT**

aethibault@aqdfl.ca  
or fax: 514.355.9876

**2 ► YOUR LOGO**

aethibault@aqdfl.ca

**3 ► YOUR AD**

2 options  
(see page 3 for details)

**DEADLINE: MARCH 31, 2017**