



Restaurants
Canada
The voice of foodservice | La voix des services alimentaires

• THE HOSPITALITY EVENT OF THE YEAR •

CANADA UNLEASHED

FEB 26-28, 2017 | ENERCARE CENTRE | RCSHOW.COM
TORONTO

RC SHOW GUIDE 2017 ADVERTISING OPPORTUNITIES

RC SHOW GUIDE:

- **16,000+** show guides distributed at RC Show registration counter
- **Featuring;** floor map & exhibitor list
- **Directly into the hands of your customers**

RC SHOW EMAILERS:

- **Sent to 37,000+** show delegate prospects consisting of foodservice professionals, owner operators, chefs & key industry decision makers
- **Targeted messaging to this engaged audience**

PACKAGE OPTIONS

Full page print ad in the RC Show Guide, digital banner ad in 2 emailers plus bold listing:

\$3,000

One ½ page ad in the RC Show Guide, digital banner ad in 2 emailers plus bold listing:

\$1,750

One ¼ page ad in the RC Show Guide, digital banner in 2 emailers plus bold listing:

\$1,000

**THE DEADLINE FOR THIS AMAZING OPPORTUNITY IS
THURSDAY JANUARY 19, 2017.**

Please contact us with your booking request
or with any questions: (416) 649-4233 /
ldawe@restaurantscanada.org



CONNECT AND DO BUSINESS

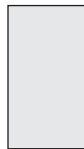


PRINT AD MATERIAL SPECIFICATIONS



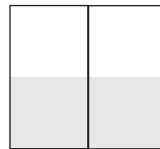
Double Page Spread*

Trim Size: 12" x 10.875"
With Bleed: 12.5" x 11.375"
Type Safety Area: 11" x 9.875"
Non-Bleed Ad Size: 11" x 9.875"



Full Page

Trim Size: 6" x 10.875"
With Bleed: 6.5" x 11.375"
Type Safety Area: 5" x 9.875"
Non-Bleed Ad Size: 5" x 9.875"



1/2 Spread

Trim Size: 12" x 5.375"
With Bleed: 12.5" x 5.625"
Type Safety Area: 11" x 4.875"
Non-Bleed Ad Size: 11" x 4.875"



1/2 Page

Trim Size: 6" x 5.375"
With Bleed: 6.5" x 5.625"
Type Safety Area: 5" x 4.875"
Non-Bleed Ad Size: 5" x 4.875"

Trim Size: 6" x 10.875"

File Requirement: PDF X1 with fonts embedded or outlined
plus all pictures saved in CMYK.

Other sizes available upon request

*For advertising spreads, please leave
0.375" type safety on either side of the gutter

PHOTOS:

300 dpi, CMYK mode.
Maximum density should not exceed 300.

FILE FORMATS ACCEPTED:

EPS, PDF X1, Tiff. Preferred format is
PDF X1 with fonts and pictures embedded
or outlined.

COLOURS:

CMYK colours only.
NO PANTONE COLOURS.

TRAPPING:

Do not perform trapping.
Printer will perform trapping.

PROOF:

Specifications for Web Offset Publications (SWOP) certified colour
proof is required. Proofs should be at 100% size of file submitted, and
include bleeds and trims. Restaurants Canada will not be responsible
for colour or any other deviation from original file without a SWOP
colour proof supplied by advertiser.

DELIVERY PROCEDURES:

Upload files to the FTP site.
Host: ftp.boomart.net
Username: menu
Password: artwork

Or email to:
ldawe@restaurantscanada.org

PUBLISHED BY:

RESTAURANTS CANADA

1155 Queen Street West,
Toronto, ON M6J 1J4
TF 1.800.387.5649 T 416.923.8416
E theshow@restaurantscanada.org