

# HALIFAX INTERNATIONAL BOAT SHOW

FEBRUARY 6 - 9, 2020

HALIFAX EXHIBITION CENTRE

BOATING & ATLANTIC

Master Promotions Ltd.



The Halifax International Boat Show is the preeminent selling venue for Atlantic Canada's recreational boating industry. It's a show that buyers trust, and the ideal place to showcase current brands and launch new lines.

## NET ADVERTISING RATES

### Ad Size

Full Page .....	\$880
2/3 Page - Vertical.....	\$700
1/2 Page - Horizontal/Vertical.....	\$580
1/3 Page - Square/Vertical.....	\$440
1/4 Page - Horizontal/Vertical.....	\$292
1/6 Page - Horizontal/Vertical.....	\$272
1/8 Page - Horizontal.....	\$180
Double Page Spread.....	\$1440
Outside Back Cover.....	\$1600
Inside Back Cover/Inside Front Cover.....	\$1200

Includes both digital & hard copy of ad. Advertising rates are net - prices do not include taxes. Invoices are payable upon receipt.

## DESIGN

Select Printing is pleased to offer as design and production services if required at a nominal rate of \$50/hr.

## GRAPHIC REQUIREMENTS

- Preferred file format for supplied ads is press quality pdf.
- Supplied ads may also be sent as native files. Preferred programs include InDesign, Illustrator and Photoshop. We can not accept MS Word files. Include all fonts and image files. Please supply a jpg or pdf proof for comparison.
- All colours must be CMYK.
- Images must be 300dpi at 100% printed size.
- Files under 5MB can be sent by email. Larger files should be submitted via our ftp site or sent on a CD or thumb drive. Contact us for information.

## DISTRIBUTION

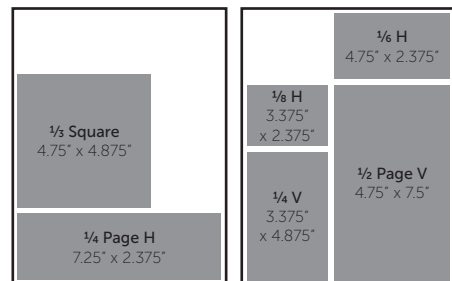
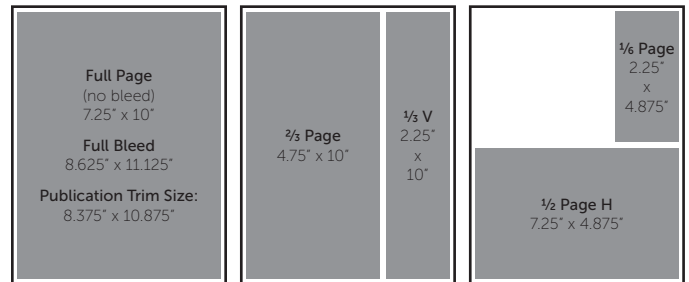
5,500 copies will be given out to every patron at the 2020 Halifax International Boat Show. Plus a digital flip book going to multiple email lists pre-show.

## 2020 SCHEDULE

Publication Date	Closing Date	Artwork Due
February 2020	January 8, 2020	January 17, 2020

## VISITOR RESULTS FROM 2019 HALIFAX INTERNATIONAL BOAT SHOW

- 74%** - of visitors own a boat
- 35%** - of visitors intend on purchasing a boat within 12 months
- 78%** - are repeat customers
- 36%** - of attendees came from Halifax
- 20%** - of attendees came from Dartmouth
- 42%** - of attendees came from Nova Scotia Counties



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