

The Quebec Hardware and Building Supply Association

AQMAT

MEDIA



PRODUCTS AND SERVICES CATALOGUE | 2017 EDITION

PRODUCTS AND SERVICES CATALOGUE

Introduction

PRODUCTS AND SERVICES CATALOGUE, NEW AND IMPROVED, mailed to more than **3,000** retailers and buyers of the following buying groups Canada.

The only bilingual and pan-Canadian publication reflecting the manufacturing activity in hardware sector.



One product per page in a high-quality catalogue offered in a convenient 8 ½" x 5 ½" format.



PRODUCTS AND SERVICES CATALOGUE

Eligible Content

What makes a product "new":

- An innovation
- A new product name
- A change in product format
- A change in color

What makes a product "improved":

- Packaging/labelling
- Expansion of existing product line
- New technical characteristics of a product
- New accreditation or certification

What is meant by "service":

- New display
- Shipping or financing options
- Closer warehousing capabilities
- Product accessibility at buying group's main warehouse

And all these elements impact retailers' and buying groups' decisions.

Sections du catalogue :

- Seasonnal
- Siding
- Flooring & Decorating
- Doors & Accessories
- Insulation & Building Materials
- Electricity & Plumbing
- Hardware & Tools
- Retailer Services

PRODUCTS AND SERVICES CATALOGUE



Rates

ADVERTISING SPACES	RATES
First product (1 page)	\$850
Per additional product	\$500
10 products	\$4,000
Inner cover pages (C2 or C3)	\$3,200
Back cover page (C4)	\$3,600

Deadlines

ISSUES	SPACE CLOSE	MATERIAL CLOSE	PUBLICATION DATE
2017 Edition	April 28	May 19	July 24

PRODUCTS AND SERVICES CATALOGUE

Advertising Material Required

For each product or service:

Pictures: PDF, JPG, PNG (300 dpi, CMYK)

Your logo: AI, EPS, PDF, JPG, PNG (300 dpi, CMYK)

Your text: A title and text in French, a title and text in English (75-words). If applicable, a list of Canadian points of sale. **What if you cannot supply texts,** we will write and translate for you, subject to a \$100 fee for each text.

Full Page Ad:

Size: 8.75" x 5.75"

File Accepted: PDF (High Resolution)

Resolution: 300 dpi

Color: Only CMYK

*File must contains bleed and crop marks.

Conditions:

1. Our editorial team will arrange everything. You can approve the final text version if major changes are made.
 2. Editing fees of \$100 for each text will be invoiced if you do not submit a French text before the deadline.
 3. Translation fees of \$100 for each text will be invoiced if you do not submit a English text before the deadline.
 4. You will pay upon publication date within a maximum period of 30 days.
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YOUR CONTACT

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