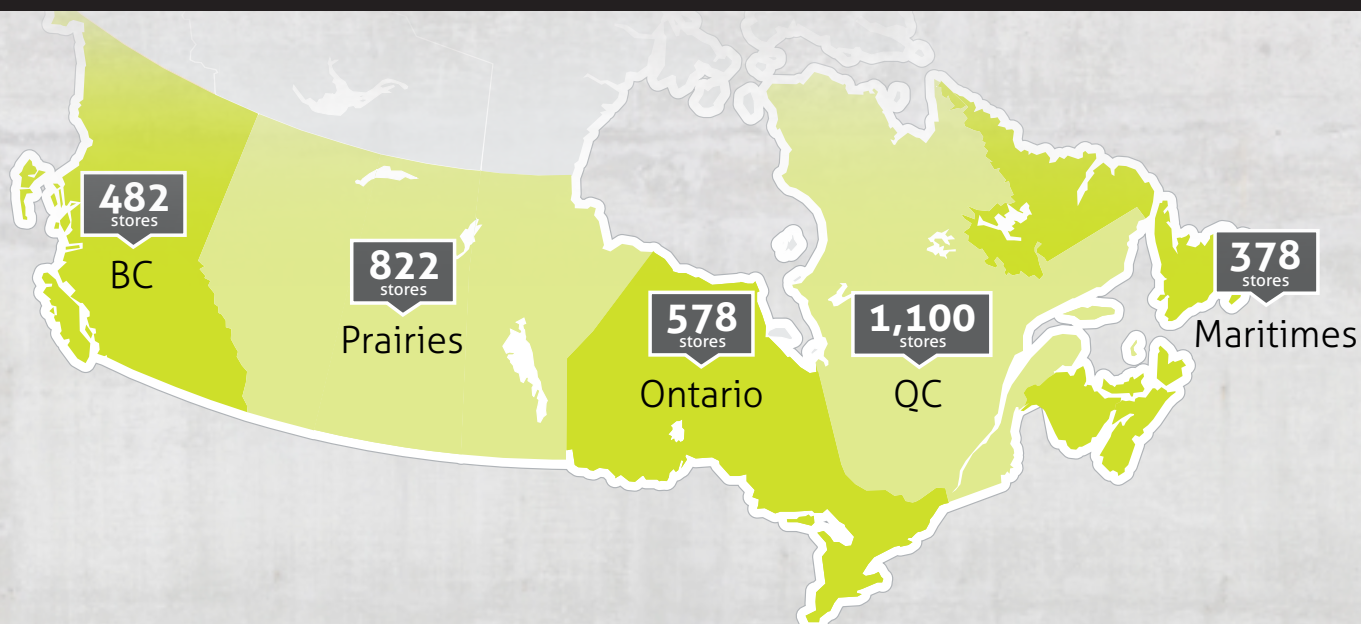


NEW PRODUCTS

SPRING'S

Published by **AQMAT**

NEW AND IMPROVED PRODUCTS AND SERVICES' CATALOG, OFFERED TO THE CANADIAN HOME IMPROVEMENT RETAILERS



SAY LOUD AND CLEAR

what you are doing good **AND BETTER** to more than 3,360 hardware stores and home improvement centers through the country.

✉ Mailed on March 28, but booking spaces: **NOW**. Limited places

The retailers and buyers of the following banners receive the New Products Spring's Catalog by mail.



BONUS!

All products and services will be part of a **WEB** and **PERPETUAL** version where a larger audience will be able to discover them, and eventually communicate with your enterprise for more information.

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What's a *New Product* ?

A NEW PRODUCT

is not necessarily revolutionary or innovative in the usual sense of the term. They expand an existing product line, reflect a change in format or colour, etc; enough to grab the attention of merchants and their banners.

A NEW SERVICE

can include the delivery mode or financing, a minimum order limit, a new product name, an ad for a joint publicity campaign; i.e., some of the factors that can influence your client's decisions.

AN IMPROVEMENT

to a product's technical properties, obtaining accreditation, proximity to a manufacturing site or access to a product in a banner's main warehouse is information worth highlighting to merchants.

What are the *Steps to Follow* ?

1 RESERVE

by completing and signing an order form and returning it to Charles David Thomassin **no later than February 26, 2016.**

2 SUBMIT

no later than March 11, 2016, for each product or service the following: a title in French and English, a text in French and English (75-word max.), a photo per product, the brand's or business' logo and a list of Canadian points of sale (if applicable).

3 APPROVE

in 48 hours the final text version that our editorial team will send you. You will receive a magazine sample with an invoice that you must settle within 30 days.

What if you *Cannot Supply Texts* ?

WE WILL WRITE FOR YOU

if you cannot submit a French text by the deadline, subject to a **\$100 fee for each text.**

WE WILL TRANSLATE FOR YOU

if you cannot submit an English text by the deadline, subject to a **\$100 fee for each text.**

What if *You are Late* ?

LET US KNOW before February 26, 2016

and we can postpone displaying the specified product until the next edition of the New Products Spring's Catalog. If you neglect to advise us before the deadline, your product won't appear and you must still pay the bill.

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Space reservation order from

I RESERVE

- ☐ ad-space for 1 product (**\$800**)
- ☐ _____ ad-space(s) for extra products (**\$450 each**)
- ☐ 10 ad-spaces for 10 products or services in total* (**\$4,000**)

* Can extend on more than one issue

› **No need to pay up front. You will be billed after publication.**

Company Name: _____

Contact: _____ Title: _____

Telephone: _____ Fax: _____

Email: _____

DEADLINES

RESERVATION	TEXTS AND PHOTOS	POSTMARKED
February 26, 2016	March 11, 2016	March 28, 2016

Return to Charles David Thomassin
by fax: 450 646-6171 or by email: cthomassin@aqmat.org

For more information: 514 961-5986

Conditions:

1. No page layout required. Submit for each product or service: a suggested title in French and in English (7 words max. each), a suggested text in French and in English (75 words max. each), a photo for each product in JPEG format, the brand or company logo and a list of Canadian points of sale (if applicable).
2. Our editorial team will arrange everything. You can approve the final text version if major changes are made.
3. Editing fees of \$100 for each text will be invoiced if you do not submit a French text before the deadline.
4. Translation fees of \$100 for each text will be invoiced if you do not submit a English text before the deadline.
5. You will pay upon publication date within a maximum period of 30 days.