

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

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

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# 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	July 7	August 14	August 31

# PRODUCTS AND SERVICES CATALOGUE

## *Advertising Material Required*

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### **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" (W x H)

**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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**AQMAT**

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