



Gala Awards Show

P R O G R A M 2 0 1 0

Rate Card

Metro Guide Publishing is proud to be producing the 2010 Gala program for the East Coast Music Awards, Festival & Conference. The East Coast Music Association (ECMA) is a registered non-profit association dedicated to developing, fostering and promoting Atlantic Canada's music industry.

The 22nd Conference and Awards Show will be held in Sydney, Cape Breton on March 4–7, 2010.

The program produced for this event will provide over 5,000 delegates, artists and fans alike comprehensive information on this year's award show. We invite you to be a part of this exciting event by purchasing an advertisement in the Gala Awards Show Program.

Deadlines

Closing date is January 22, 2010 for reserving space and January 29, 2010 for ad material.

Net Advertising Rates

Ad Size	
Outside Back Cover (4 colour)	\$2,550
Inside Cover (4/colour)	1,835
Full Page (4/colour)	1,600
1/2 page (4/colour)	950
1/4 page (4/colour)	475

Trim Size: 8.5" x 11"

Program Distribution

2,000 delegates and 3,000 distributed complimentary at the Awards show to attendees.

Mechanical Requirements

Metro Guide Publishing is pleased to offer ad design and production services if required. Our rates are \$45/hour. Supplied ads should be designed at the appropriate size (dimensions below) at 300 dpi. Our preference is to have ads supplied in a Macintosh format on a CD or e-mailed to us, either as native files or as pdfs. Preferred programs include Quark, Freehand, Illustrator and Photoshop. We cannot accept MS Word files. When submitting native files, please remember to include fonts and all eps or tiff files. All images must be converted to CMYK and not submitted as RGB.

FTP information on request.

For more information please contact
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**Full Page
(no bleed)**
7.5" x 10"

Full Bleed
8.75" x 11.25"
(7.5" x 10"
live text area)

**Inside Covers
(4/Colour)**
8.75" x 11.25"
(7.5" x 10"
live text area)

**1/4
Page**
3.625"
x
4.875"

Half Page
7.5" x 4.875"