

**Official Program  
Advertisement Form**

**A Value Added Opportunity for Sponsors and Exhibitors of  
the 50+ expo**

**June 8 and 9, 2012**

Exhibition Park, Halifax

A special price has been designed for sponsors and exhibitors who wish to place an advertisement in this years' 50+ expo Official Program.  
Book your placement now for your premium placement!

**Company/Organization:** \_\_\_\_\_

Contact Name: \_\_\_\_\_ Date: \_\_\_\_\_

**Mailing address:** \_\_\_\_\_  
Community Province Postal Code

**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**E-Mail Address:** \_\_\_\_\_

<b>Ad Rates:</b>	<i>Full page color ad:</i>	<b>\$265.00</b>
	<i>1/2 page color ad:</i>	<b>\$165.00</b>
	<i>Full page black/white ad:</i>	<b>\$220.00</b>
	<i>1/2 page black/white ad:</i>	<b>\$120.00</b>
	<b>Subtotal</b>	<b>\$</b>
	<b>Add 15% HST</b>	<b>\$ _____</b>
	<b>Payment Enclosed</b>	<b>\$</b>

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**Ad Requirements:** Supplied ads should be designed at the appropriate size to fit 8.5" x 11" Program Directory

Full-page ad (no bleeds) = 7 1/2"w x 10"h

Full-page ad (with bleeds) = 8 3/4"w x 11 1/4"h

Half-page ad (no bleeds) = 7 1/2"w x 4 7/8"h

Half-page ad (with bleeds) = 8 3/4"w x 5 1/2"h

Colour and bleeds are options only on the cover.

Ads (either B+W or colour) can be PDF (best option), JPG, EPS or TIFF.

Colour ads should be CMYK (not RGB or Pantone).

B+W ads should be grayscale or CMYK.

Fonts included in EPSs, TIFFs or JPGs need to be vectored (outlined or converted to paths).

Files should be 300 dpi at their 100% size.

**Return this completed form with your payment ASAP.**

**Payment required prior to placing ad set-up in Directory.**

Mailing Address: 50+ expo

PO Box 2065, 1740 Granville Street, 4<sup>th</sup> Floor

Halifax, NS B3J 2Z1

Phone: (902) 424-5407, or (902) 404-7057 or Fax: (902) 424-0561

Toll Free: 1-800-670-0065

E-mail: [monklc@gov.ns.ca](mailto:monklc@gov.ns.ca)

Web-site: [www.50plusexpo.ns.ca](http://www.50plusexpo.ns.ca)

Show Manager: Lisa Monk