

Toronto International Boat Show Guide

2024 DIGITAL RATE CARD



January 19 - 28, 2024

- The Toronto Boat Show guide undergoes a digital transformation and is emailed to **100,000 Canadian boaters** one week before the show, throughout the Toronto Boat Show and via the Canadian Boating OnBOARD newsletters. This gives show goers the opportunity to plan their visit and research their options prior to The Show.

- Full page, skyscraper and pop up ads will be available as an added value in the digital guide – rates are listed below.

- All ads will be linked to your website.

SIZE	POSITION	RATE
Digital Welcome Page	Left of Cover	\$2,000
Digital Full Page Ad	Right Hand Page	\$1,500
Exhibitor Listing Skyscraper Ad	Left or Right of Book	\$800
Exhibitor Listing Banner Ad.....	Above or Below Book.....	\$500
Exhibitor Listing Pop Up Window Ad	Middle of Page.....	\$250/pop up

SPACE CLOSING December 6, 2023

MATERIAL CLOSING December 15, 2023

FORMATS Pop up and Partial ads = .Jpeg, .gif, or .png Web resolution 72 pixels
Full page = print ready PDF, resolution 300 dpi

Digital Welcome Page
(Left of front cover)

8 x 10.75 inches

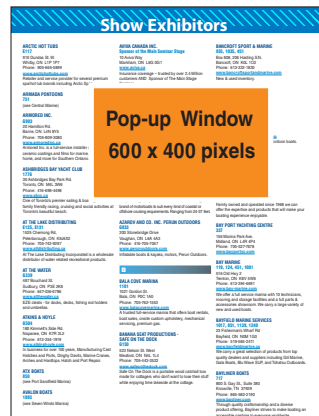
Supply:
Print ready
PDF Format only



Digital Full Page

8 x 10.75 inches

Supply:
Print ready
PDF Format only



Sky
Scraper
left or
right of
book

160
x
600
pixels

Above or below book
468 x 60 pixels

Call today for further information:
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