

Toronto International Boat Show Guide

2025 DIGITAL RATE CARD



January 18 – 26, 2025

- 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 4, 2024

MATERIAL CLOSING December 13, 2024

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

Pop-up Window
600 x 400 pixels

Sky Scraper
left or right of book
160 x 600 pixels

Ad is above or below book
468 x 60 pixels

CONTACT: Canadian Boating | 705-527-7666, ext. 225 | advertising@kerrwil.com