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Advertising Discount Sales Guide for Registered Exhibitors

Registered Exhibitors:

Please note that the below 'Maximum Total Discount' value are inclusive of the Exhibitor discount. For example, if a company registered to be an exhibitor in the Calgary Gluten Free Expo prior to purchasing their advertising space, they are entitled to a 20% discount on ad's within the next Gluten Free Canada Issue being published in November of 2018. Therefore, the maximum discount they would be able to negotiate on a Full Page advertisement would be 45% in total. 20% for being a registered exhibitor, plus an additional 25% because it helps you close the sale. Therefore, a combined total discount of 45% on a Full Page ad if needed.

DISPLAY ADS	LIST PRICE	MAXIMUM TOTAL DISCOUNT
COVERS & PREMIUM POSITIONS		
Back Cover	\$3,200	N/A - SOLD
Inside Front Cover	\$2,900	40%
RH opposite: Inside Front Cover	\$2,900	40%
RH opposite: Table of Contents	\$2,900	40%
RH opposite: Recipe Index	\$2,900	40%
Inside Back Cover	\$2,600	40%
INTERIOR PAGES		
Full Page	\$2,600	45%
Full Page Advertorial	\$2,900	45%
Half Page	\$1,400	45%
Quarter Page	\$880	40%
Eighth Page	\$580	30%
Inclusion in Feature Articles	\$440	30%
Spotlight on the "Products Made locally with Love" feature article	\$440	30%
Spotlight on the "favorite gluten-free restaurants & bakeries" article	\$440	30%
Digital Advertorial	\$395	25%
GF Instagrammers to follow spotlight	\$150	20%

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Advertisers who are not Registered Exhibitors:

Please note that the below 'Maximum Total Discount' value for companies who have not registered as an exhibitor, and are therefore, not eligible for the added 20% discount.

DISPLAY ADS	LIST PRICE	MAXIMUM TOTAL DISCOUNT
COVERS & PREMIUM POSITIONS		
Back Cover	\$3,200	N/A - SOLD
Inside Front Cover	\$2,900	20%
RH opposite: Inside Front Cover	\$2,900	20%
RH opposite: Table of Contents	\$2,900	20%
RH opposite: Recipe Index	\$2,900	20%
Inside Back Cover	\$2,600	
INTERIOR PAGES		
Full Page	\$2,600	25%
Full Page Advertorial	\$2,900	25%
Half Page	\$1,400	25%
Quarter Page	\$880	20%
Eighth Page	\$580	15%
Inclusion in Feature Articles	\$440	15%
Spotlight on the "Products Made locally with Love" feature article	\$440	15%
Spotlight on the "favorite gluten-free restaurants & bakeries" article	\$440	15%
Digital Advertorial	\$395	20%
GF Instagrammers to follow spotlight	\$150	15%