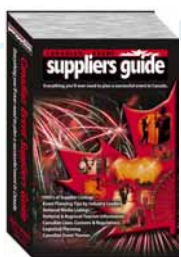
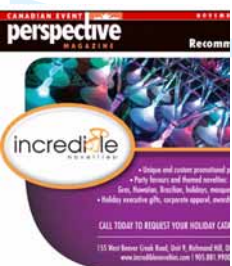


magazine, suppliers guide
 conferences & trade shows
 e-magazine, event industry
 awards, dedicated emails
canadianspecialevents.com
 corporate entertainment guide

Media Kit 2008



Welcome to Canadian Event Perspective, Canada's most comprehensive national media source serving the special events and meetings industry. CEP is the leading marketing and sales tool in the country connecting event and meeting suppliers to the most influential corporate decision makers and event /meeting professionals across Canada and the northern US.

"Much more than a magazine"



- ❦ Canadian Event Perspective Magazine (quarterly) 30,000 Readers, over 7000 of which have an average planning budget of over \$100k per event.
- ❦ CEP E-Magazine (monthly online) delivered via email monthly to over 40,000 qualified planners and corporate buyers across Canada and the US
- ❦ CEP Annual Suppliers Guide A national directory of Canada's finest event suppliers.
- ❦ Canadian Special Events and Meetings Expo (Toronto) Over 3000 planners attend CSEME.
- ❦ Canadian Event Industry Awards Canada's most prestigious industry awards program recognizing outstanding achievements in planning, production and design.
- ❦ Canadian Corporate Entertainment Guide Canada's most comprehensive entertainment event resource guide.
- ❦ CEP Dedicated E-Mails A cost effective way to get your marketing message in front of 45,000 planners and corporate buyers across Canada and the northern US..
- ❦ www.canadianspecialevents.com receives an average of 46,000 unique visitors and 1.6 million hits per month.

Canadian Event Perspective is a PROVEN method of consistently generating leads and new business for Canadian Event Suppliers. Your investment with CEP provides an ROI unlike any other advertising vehicle in Canada. The difference? CEP WILL get your company new business and ensure you are front and center with the clients you already have. After all, it's not about being the best anymore, it's about claiming that spot and keeping it, year after year. Let us help you get an edge on your competition and make your marketing dollars work as hard as you do. Give us a call at 1-877-212-3976.

WHO SHOULD ADVERTISE?

- Suppliers with products and services used by event and meeting planners
- Hotels, resorts, event venues
- Other accommodation options looking to attract meetings and groups
- Convention facilities
- Festival producers and suppliers
- Entertainers and entertainment agencies
- Graphic designers, print media related businesses
- Event, meeting and conference planners

WHO DO WE REACH?

- Event / meeting planners
- Producers
- Facility managers
- Destination management companies
- Tourism professionals
- Event and meeting related suppliers
- Fund raising executives
- Government planners
- Association executives
- Media agencies
- Public relations agencies
- Communications coordinators in both private and public sectors
- Advertising executives
- Corporate employed meeting planners and marketing management in industries including education, government, medical, high tech, manufacturing, retail, telecommunications, finance, insurance, etc.

Canadian Event Perspective Magazine



Canadian Event Perspective Magazine is Canada's premier national news magazine covering the business of special events and meetings. CEP is loaded with news, information, features and highlights about the Canadian events and meetings industry. Find out about current trends, get new event ideas, learn about exciting new products, find innovative suppliers and review cutting edge events.

Published 2 x per year and read by over 30,000 corporate planners and end-user clients, CEP is one of the most valuable marketing tools available to the Canadian events and meetings industry supplier. As an advertiser, our national circulation places your company and your name in front of the most influential corporate decision-makers and events & meetings professionals in the country - the ones who buy or rent your products and services.

CEP is read cover to cover. That means that every ad, no matter where it's placed, is getting maximum exposure. With CEP there are no hidden corners or gray spaces. Each and every ad is bright, bold and jumping off the page. With our skilled team of designers, we make sure you have the very best in quality publishing. CEP is the only one of its kind in the country and the ONLY publication dedicated to this industry. If they plan events in Canada, they read CEP! It's that simple.



Editorial Calender

Summer 2008

- ✿ Event Technology: From software and audience response to digital everything, check out today's hottest tools for the tech savvy planner
- ✿ Outside Events: Your summer safety checklist
- ✿ No Repeats: Intimate Event Spaces for the One-of-a-Kind Client
- ✿ Focus on Alberta's event scene

Fall 2008 – Canada's Top 100 Venues

- ✿ You Want to do an event THERE?
- ✿ The most challenging events we could find
- ✿ Everything has a price. How to Negotiate your Space.
- ✿ What's happening at CSEME 2009

DPI SPECIFICATIONS

Canadian Event Perspective Magazine is printed with a 150 line screen. Make sure photos are the appropriate dpi, at 100% the photos should be at 300 dpi. Convert all images to CMYK. Line art should be saved at 600 dpi. We do not accept low-resolution website graphics.

ACCEPTABLE FILE FORMATS

- Illustrator 10 (or lower) or eps files in CMYK with all fonts converted to outlines and embedded images at 300 dpi.
- Photoshop 7 (or lower) files (CMYK and 300dpi) with all fonts supplied or rasterized. (If fonts are supplied you must also supply a pdf proof)
- tiff files in CMYK and at 300dpi. Do not compress. Save as a single layer to reduce file size.
- Quark 4.1 files with all images at 300 dpi, fonts supplied and a pdf proof supplied
- Pdf files are acceptable if all fonts are embedded and images are included at 300dpi (ie: no downsampling)

If you have files in some other format contact graphics@canadianspecialevents.com. The publisher takes no responsibility for ad output if a proof does not accompany the ad. The publisher takes no responsibility for ad content.

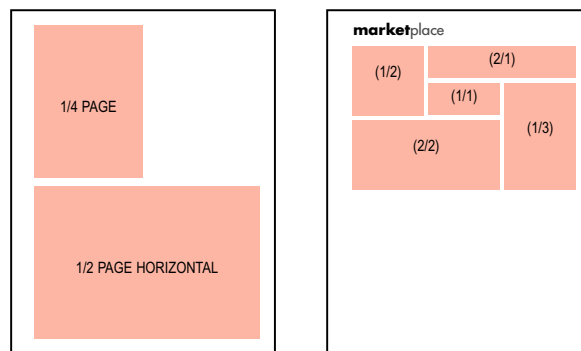
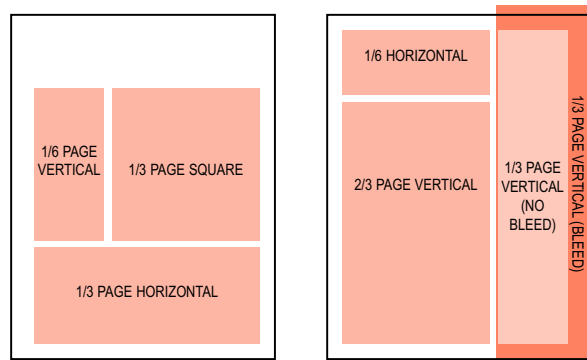
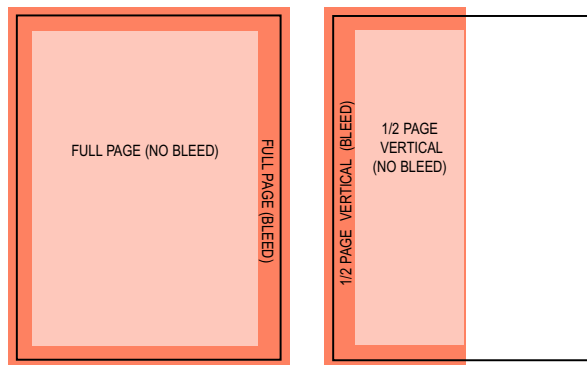
AD SIZES (IN INCHES) WIDTH HEIGHT

Full page (bleed)	8.75	x	11.25
trim size (bleed on 4 sides)	8.25	x	10.75
Full page (no bleed)	7.00	x	9.75
2/3 page (vertical)	4.58	x	7.50
1/2 page (vertical, bleed)	4.38	x	11.25
trim size (bleed on 3 sides)	4.13	x	10.75
1/2 page (vertical, no bleed)	3.38	x	9.75
1/2 page (horizontal)	7.00	x	4.75
1/3 page (vertical, bleed)	3.17	x	11.25
trim size (bleed on 3 sides)	2.92	x	10.75
1/3 page (vertical, no bleed)	2.17	x	9.75
1/3 page (horizontal)	7.00	x	3.00
1/3 page (square)	4.58	x	4.75
1/4 page	3.38	x	4.75
1/6 page (vertical)	2.17	x	4.75
1/6 page (horizontal)	4.58	x	2.00
Marketplace (2/2)	4.618	x	2.167
Marketplace (1/3)	2.235	x	3.333
Marketplace (1/2)	2.235	x	2.167
Marketplace (2/1)	4.618	x	1.000
Marketplace (1/1)	2.235	x	1.000

Files up to 5 MB can be emailed to graphics@canadianspecialevents.com. Please zip or stuff your files before you send them. Include a contact name and phone number in the body of your email. If your files are too big to send by email please contact Canadian Event Perspective Magazine at (250) 538-5553 for ftp instructions.

TECHNICAL INQUIRIES

Stark Communications, Mark Wyatt: Ph: (250) 538-5553
 or E-mail: graphics@canadianspecialevents.com



BLEED SPECIFICATIONS

Image area not intended to be trimmed must be 1/4" from the trim size of the ad. Material intended to bleed must be furnished with a minimum of 1/4" image area beyond the trim. On anything less than 1/4" bleed the publisher cannot guarantee consistent bleed.

TRIM SIZE Full page trim size: 8.25" x 10.75"

LIVE AREA All type or graphics not intended to trim should be positioned 1/4" from trim.

GUTTER SAFETY All copy should be placed 0.4 " from either side of trim.

Canadian Event Supplier's Guide



The most effective, comprehensive desktop resource guide to Canada's event and meeting industry. If you are looking to find supplier for your events, look no further. CEP Suppliers Guide features everything you need to plan your events coast to coast. Order a copy of this book and be on your way to the most successful event you've ever planned.

The suppliers guide is put out once a year and features:

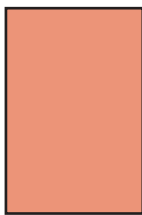
- Supplier listings by region and industry sector
- Regional tourism information
- Canada's Top 100 Event Venues
- Valuable advice from the pros
- How-to planning checklists
- Regional media lists and maps
- Event marketing tips, tools and planning charts
- Information on Canada's industry associations
- Worldwide distribution



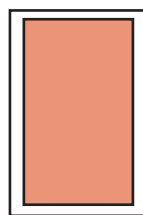
Get in the Book! If they can't find you they won't call you!

Supplier's Guide Mechanical Specifications

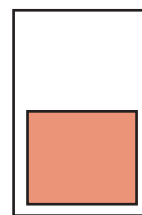
AD SIZES



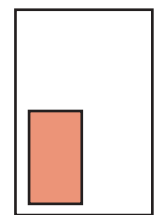
FULL PAGE - BLEED
 6" X 9"



FULL PAGE - NO BLEED
 4.78" X 8.134"



1/2 PAGE
 4.78" X 4.067"



1/4 PAGE
 2.306" X 4.067"

MECHANICS

Paper bound cover with aqueous coating.
 Page trim: 6" x 9"
 Screen ruling: B/W & Four Colour Process 133 lines

See the previous page for more information on mechanics, email submission, acceptable and unacceptable ad formats, film or PMT's and contact information for technical inquiries.

Canadian Special Events & Meetings Expo 2008

April 1- 3, 2008, Toronto ON
The largest gathering of event and meeting professionals in Canada.

CSEME is Canada's leading educational conference & trade show designed for anyone involved in planning special events or meetings of any kind.



Qualified attendees around every corner!

Canadian Special Events & Meetings Expo and the West Coast Events & Incentives Show both offer a great opportunity for suppliers to the special events and meeting industry to market and sell their products to hundreds of qualified buyers using an action packed trade show and a highly effective, interactive educational conference. Hundreds of past exhibitors have proven year after year that if you work the floor at these events and come prepared to do business, you will GAIN NEW CLIENTS AND MAKE MORE MONEY. It's that simple. CSEME/EIS capture the attention of this target market through a comprehensive marketing campaign which includes direct mail, fax and email campaigns to qualified prospects, print advertising in national and regional business publications and through industry associations membership events and promotions.

West Coast Events & Incentives Show 2008

Fall, 2008, Vancouver BC
BC's premier conference and trade show for event and meeting professionals.

EIS 2008 is a newly designed conference and trade show that focuses on who and what is happening and cutting edge in the Olympic city.

Exhibitor Packages

BASIC EXHIBITOR PACKAGE

- 10 x 10 draped booth with 8' back walls and 3' side-walls (booths are 8x10 in Vancouver)
- Basic listing in showguide
- Basic listing in the canadianspecialevents.com online exhibitors list
- Listing in showguide
- Basic listing in Canadian Event Suppliers Guide
- Complimentary access to exhibitors lounge
- 10 % discount on advertising in the Canadian Event Perspective Magazine Show Issue (bonus circulation at all CEP events)

DELUXE EXHIBITOR PACKAGE

Includes BASIC EXHIBITOR PACKAGE PLUS:

- Enhanced website listing in online exhibitors list with company bio (50 words) with hyperlink
- Enhanced listing in the canadianspecialevents.com online suppliers guide
- Listing in showguide
- Enhanced listing in Canadian Event Suppliers Guide
- 15 % discount on advertising in the Canadian Event Perspective Magazine Show Issue
- One full conference registration package
- Logo on signage at trade show entrance and recognition onsite as a deluxe exhibitor
- Conference delegate database on disk within two weeks of the event



All photos courtesy of Envision Digital Photography

www.canadianspecialevents.com



www.canadianspecialevents.com has become the go-to-place for news, resources and quick up to date information about what's going on in the Canadian special events and meetings industry. Currently receiving 46,000 unique visitors and 1.6 million hits on average per month, this exciting interactive site is a big success. On www.canadianspecialevents.com visitors can find an up to date event calendar, read the latest CEP magazine, find informative back issues and archived articles, read past E-magazines, read about the latest educational courses, industry conferences and association events and much more. It's an interactive site which features the winners of the Star Awards section and an online tools and resource guide where one can find suppliers, search for jobs, get planning advice and eventually even chat on our industry chat room.

www.canadianspecialevents.com is always evolving and it's rapidly becoming the most well visited industry related site in the country. Banner ads tiled ads (see specifications below) as well as company listings, biographies and custom branding are available on the site. If you are looking for traffic and want to get in on the over 40,000 people who visit www.canadianspecialevents.com each month, then let us know. We can have your information online and be sending you links within 24 hours. When was the last time you had over 40,000 potential customers walk through your door?

CEP E-Magazine



This e-version of Canada's only national event publication keeps you in the know and up to date on the hottest trends and meeting industry buzz in Canada. The E magazine is sent out monthly to over 40,000 event and meeting professionals across Canada and the US. The E-Mag allows us to cover more information and up to date news which can't make it into the hard copy magazine. This keeps our readers and audience connected to us throughout the year and adds to the CEP industry presence.

Find out what's hot and where to buy it, what's happening with Canada's industry associations and so much more. Each section gives you highlights of the articles you want to read, simply click on the links to read the full version. CEP Online is the leading source of news for the Canadian events & meetings industry.

Tiled and banner advertising is available on a limited basis in each issue.

Get connected to our qualified, target audience with ad space in CEP Online.

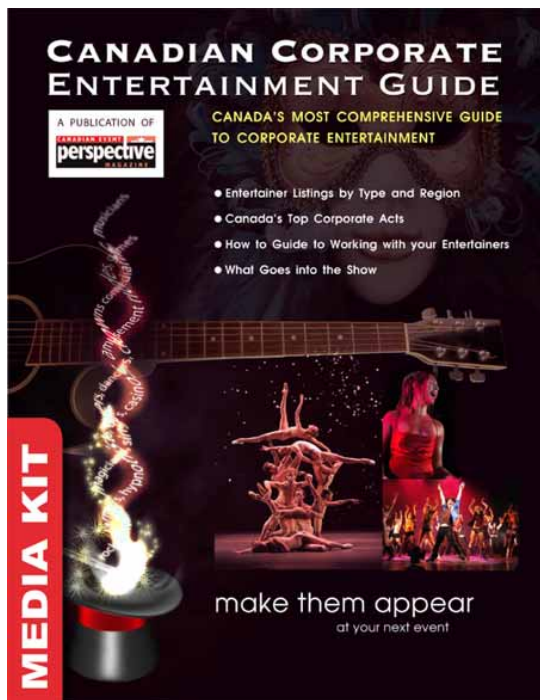
BANNER AD SPECIFICATIONS

- SIZE: 540 pixels x 60 pixels (WIDTH x HEIGHT)
- FILE RESOLUTION: 72 pi
- STILL DIGITAL FILES: jpeg or gif file format
- ANIMATED DIGITAL FILES: gif format

TILED AD SPECIFICATIONS

- SIZE: 150 pixels x 150 pixels (width x height)
- FILE RESOLUTION: 72 pi
- STILL DIGITAL FILES: jpeg or gif file format
- ANIMATED DIGITAL FILES: gif file format

The Canadian Corporate Entertainment Guide



Canadian Event Perspective launches the FIRST Canadian Corporate Entertainment Guide!

This high profile publication is designed to offer the most effective Marketing vehicle in Canada for entertainers and entertainment support suppliers. Whether you're looking for local business in your own community or interested in larger inbound clients, the Canadian Corporate Entertainment Guide will put your act in the hands of decision makers who consistently entertain clients

This directory will feature comprehensive listings of the leading singers, bands, solo artists, illusionists, magicians, dancers, choreographers, interactive entertainment, comedians, jugglers, team building programs, and the list goes on. In addition to serving as an industry directory, it will include editorials and features devoted solely to corporate entertainment. If you market your act in Canada, you can't afford not to be in this book. Set for release at the Toronto CSEME show, display advertising is already selling fast. Try out the Canadian Corporate Entertainment Guide for a year and be amazed by the results it brings to your business.

The Canadian Corporate Entertainment Guide is a must for anyone who markets in the special events and meetings industry. After all, they can't call you if they can't find you.

Call us today to book your space. Special rates apply for CSEME exhibitors and CEP advertisers. info@canadianspecialevents.com

CEP Dedicated E-Mails

CEP – a name people know.

YOUR PROMOTIONAL EMAIL & OUR READERS – WHAT A COMBO!

You collect leads; you collect emails addresses, you spend money to create a sharp looking email and then you send it out o your database hoping clients will call? Are they calling?

We have the largest email data base in the country of professionals who are responsible for planning events, meetings, corporate travel, incentive trips and corporate gifting for their clients or their company. They READ our emails and when it comes from CEP, they pay attention.

Put our credibility behind your message and send out a CEP E Blast to your list and ours and dramatically increase the mileage of your message.



Canadian Event Industry Awards



The Star Awards is a national award program that recognizes outstanding achievements in Canadian special events, meetings, theme décor exhibitions, conferences and conventions. You can enter your own events for consideration and you don't need to be a professional. The Star Awards Gala is the most exciting night of the year for Canadian Planners

The CEIA program is open to any Canadian company that has produced an event or qualifying element of an event within the eligibility period. Any Canadian-based company which has produced an event or qualifying element of an event between January 1, 2007 and December 31, 2007. All entries must be received by February 1, 2008 in order to qualify. Due to publishing deadlines, NO extensions will be possible.

A minimum of two nominees in each award category will be selected from the entries submitted and the CSEME National Advisory Council will complete the final judging. Winners for 2007 will be announced at the Gala Awards Dinner held in April 3, 2008 at CIRCA in Toronto. Sponsorships for this event are available on a very limited basis. This is the celebration of the year for Canadian meeting and event professionals as over 500 of the country's top planners, designers, suppliers and clients come out to party and honour the best in the biz! Get involved in this prestigious event.

Star Awards Sponsorship

The Star Awards are the pinnacle event for Canadian event and meeting professionals. Taking place once a year, this prestigious Gala draws over 500 of the country's leading planners, incentive managers, tourism and hospitality executives and high profile clients. The black tie gala will be held in April 3, 2008 at CIRCA in Toronto and is accepting a limited number of event sponsors. Exposure at the CEIA Star Awards Gala is highly sought after and we encourage interested parties to contact our sponsorship department at info@canadianspecialevents.com to discuss the possibilities and receive a detailed sponsorship kit.



All photos courtesy of Envision Digital Photography

(CHOOSE FROM LEFT **OR** RIGHT COLUMNS)

A La Carte

Get exactly the kind of marketing program you want by choosing items from the menu below. You can also use the items below to customize one of our cost-saving marketing packages listed in the right hand column.

CEP MAGAZINE

Ad size	Frequency		
	1x	2x	4x
Full Color Advertising			
Full page bleed	\$3375	\$3000	\$2650
Full page (no bleed)	\$2995	\$2665	\$2345
2/3 page	\$2500	\$2225	\$1960
1/2 page vertical bleed	\$2360	\$2100	\$1850
1/2 page (all no bleed)	\$1850	\$1645	\$1450
1/3 page vertical bleed	\$1700	\$1500	\$1340
1/3 page (all no bleed)	\$1410	\$1255	\$1100
1/4 page	\$1250	\$1115	\$980
1/6 page	\$810	\$720	\$635
Placement:	Inside OR back cover	Add 25%	

CANADIAN EVENT SUPPLIERS GUIDE & CORPORATE ENTERTAINMENT GUIDE

Listings			
Basic listing	\$35	Free w/display ad	
Deluxe listing	\$165	Includes listing, 40 word bio and logo	
Display Ads			
	B/w	one color	full color
1/4 page	\$765	\$900	\$1050
1/2 page	\$1140	\$1350	\$1560
Full page	\$1850	\$2150	\$2500
Full page bleed	N/a	N/a	\$2850
Inside covers	N/a	N/a	\$3125
Back page	N/a	N/a	\$3500
Bookmark (cost per side)	N/a	N/a	\$3000

TRADE SHOW EXHIBIT SPACE

Booth Sizes	10x10	10x20	10x30
Basic Package	\$1100	\$1800	\$2600
Deluxe Package	\$1700	\$2450	\$3150

For corner booths please add an additional \$100

WEBSITE ADVERTISING

Ad size	Frequency		
	1x	6x	12x
rotating banner ad	\$300/mo	\$250/mo	\$200/mo
tiled ad	\$200/mo	\$150/mo	\$100/mo

CEP ONLINE MAGAZINE AD

Ad size	Frequency		
	1x	6x	12x
Banner ad	\$300	\$250	\$200
Tiled ad	\$200	\$150	\$100

DEDICATED EMAILS

Cost per mailout \$1000 each (client to provide html files)

Annual Marketing Packages

Maximize your exposure throughout the year and across the country using a multi faceted marketing program custom designed to meet your marketing goals and fit within your budget. The following packages can be customized using a la carte items (see left hand column)

PACKAGE A: price \$3,500.00 (value \$5,200.00)

- **Marketplace Ad** (x 4) for 1 year in CEP magazine
- **1 - Basic exhibit space** in one regional trade show (either CSEME in Toronto or VSES in Vancouver). Additional exhibit booths may be purchased in other cities at a discounted rate of \$750.00 per 10 x 10)
- **1/4 page color advertisement** in the regional CSEME show guide
- **1/4 page advertisement** in the annual Canadian Event Suppliers Guide
- **Basic advertisement for 1 year** in the CEP Online magazine (monthly for 1 year)
- **Basic Listing Plan** in the CEP Online Guide and Tools

PACKAGE B: price \$7500.00 (value \$11,000.00)

- **1/4 page color advertisement** (x 4) for 1 year in CEP magazine
- **1 - Deluxe exhibit space** in one regional trade show (either CSEME in Toronto or VSES in Vancouver). Additional exhibit booths may be purchased in other cities at a discounted rate of \$750.00 per 10 x 10)
- **1/2 page color advertisement** in the regional CSEME show guide
- **1/2 page color advertisement** in the annual Canadian Event Suppliers Guide
- **1 - Rotating Tile Advertisement** (for 1 year) on Canadianspecialevents.com with links to your website)
- **Tiled Advertisement for 1 year** in the CEP Online magazine (monthly for 1 year)
- **Basic Listing Plan** in the CEP Online Guide and Tools
- **Company profile or product review** (250 words) in one issue of CEP magazine

PACKAGE C: price \$15,750.00 (Value \$29,750.00)

- **Full page color advertisement** (x 4) in CEP magazine
- **1 - Deluxe exhibit space** in both CSEME and VSES trade shows
- **VIP status** with brand recognition on signage at all CSEME trade shows
- **Showcase Site Plan** in the CEP Online Guide and Tools
- **Full page advertisement** in each CSEME show guide
- **Full page color advertisement** in the annual Canadian Event Suppliers Guide
- **1 - Rotating banner ad** (for 1 year) on Canadianspecialevents.com
- **Banner advertisement** in CEP Online magazine (monthly for 1 year)
- **In depth corporate profile** in CEP Magazine (CSEME show issue)

