

2004 Advertising Rates

Circulation 35,000

Closing Dates

Space Closes: October 10, 2003
 Material Closes: October 17, 2003
 Delivery: Early January 2004

4-Colour Rates (in Canadian Funds)

	Price
Full Page	\$4,210
IFC/IBC	\$5,675
OBC	\$6,380

All rates apply to 4C process.

Goods & Services Tax

Our published rates do not include the GST. Seven percent (7%) will be added to invoices and clearly identified.

Specifications

Ad Size*

	width	depth
Live Area	3 1/2"	7 3/4"
IFC/IBC	3 1/2"	7 3/4"
OBC	3 1/2"	7 3/4"
Final Trim	4"	8 1/4"
Bleed Page	4 1/8"	8 3/8"

All critical type or illustrative matter should be 1/4" from trim edges.

Material Requirements

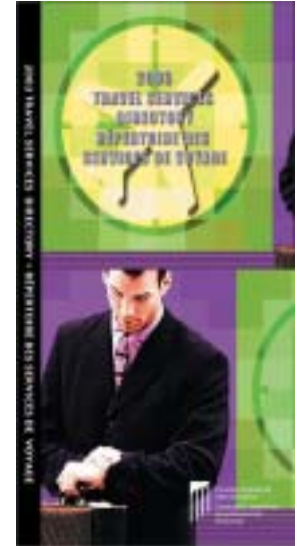
Printing Method: Web off-set.
 Binding: Perfect bound.
 Screen: 133 (lpi) line screen
 2540 (dpi) resolution
 Final Trim: 4" x 8 1/4"

Digital files preferred

Please supply digital files on CD or Zip, in Macintosh format only (include all fonts and high-resolution images). Colour proof must be supplied with digital files.
 Proofs should be signed off for colour and copy.



Canadian Professional Sales Association
 L'association canadienne des professionnels de la vente



The Travel Services Directory, published by the Canadian Professional Sales Association (CPSA), is **Canada's leading directory** for the sales and marketing professional who takes their job on the road.

It features CPSA **preferred hotel and motel accommodations**, as well as car rental firms from across Canada, the U.S. and Overseas.

This annual reference guide provides **frequent visual exposure** of your hotel property and services and reaches **over 35,000** sales and marketing professionals who require **quick and informative** access to the benefits of being a travelling CPSA member.

For more information on how you can be **front-and-centre** in the Travel Services Directory, contact:

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