



**crafts association
of british columbia**

CRAFT SHOWS 2008 ONLINE GUIDE ADVERTISING RATES

For fourteen years, the Crafts Association of British Columbia (CABC) has produced the largest and most comprehensive listing of craft shows in BC. It is supplemented with craft shows from other regions in Canada and the United States. It is the only publication of its kind in BC dedicated solely to craft shows giving craftspeople pertinent information on dates, locations, hours, contact names, etc. The first online issue is available until the end of December 31, 2008. The next online guide will be available on January 1, 2009. Below is the rate card and some marketing facts. The deadline for booking is ongoing for the 2008 edition. The deadline for booking for the 2009 issue is December 5, 2008. The deadline for receiving the ad artwork is ongoing for the 2008 edition. The deadline for receiving ad artwork is December 12, 2008 for the 2009 guide.

About *Craft Shows*

- www.cabc.net had 39,965 unique visitors in the past year (951,669 hits)
- the guide has grown from 30 listings to over 160 since 1992
- *Craft Shows* is a valuable resource and widely read by craftspeople and supporters throughout BC and across Canada
- *Craft Shows* is promoted through the CABC website, Craft Contacts and other media
- Rates are subject to change

Advertising Rates

Size	Dimensions	Rate
Horizontal Banner	475 pixels w x 90 pixels h	\$260.00

The above rates do not include GST.

Display Ad Guidelines

- Measurements of ads must be exact in size.
- Ads can be sent to CABC's email address: info@cabc.net.
- Ads must be a maximum of 30 K in size
- Current Advertisers are billed and mailed invoices when the Craft Shows Guide is released to the public; new advertisers are required to book an ad with a credit card number or pre-pay for the advertisement

If you would like to place an ad, please contact Calvin Taplay, Communications Coordinator, CABC, Monday to Friday, 10:00 – 5:00pm PDT / PST, (604) 687-6511 or toll-free 1-888-687-6511 (in BC), or cabc@telus.net. The CABC address is 1386 Cartwright St., Vancouver, BC V6H 3R8.

Example of Online Banner Ad for reference:

Banner 475 x 90 pixels

