ALBERTA EQUIPMENT EXPO

HEAVY CONSTRUCTION • FORESTRY • INFRASTRUCTURE

April 22-23, 2027 | Edmonton Expo Centre

OFFICIAL SHOW GUIDE

Produced by:

SUPPLY POST .COM

Deadline: Thursday, March 25, 2027

BLEED SIZE
8.25″x11″

Extend the background of your artwork to a minimum 1/8 (0.125) inch bleed on ALL sides.

TRIM SIZE
8″x10.75″
Black dotted line is the actual cut of the final design.

LIVE AREA (SAFE ZONE)
Keep ALL important text held back 3/16 (0.1875″) and keep INSIDE the grey area to ensure that elements do not get cut.

TRIM MARKS
Offset: 0.125″
Bleed: 0.125″all four sides
Crop Marks offset 0.125″(outside of bleed)

IMAGES
- Minimum 300 dpi resolution
- CMYK only
- 100% image size

FONTS:
All fonts embedded in PDF, do not subset.

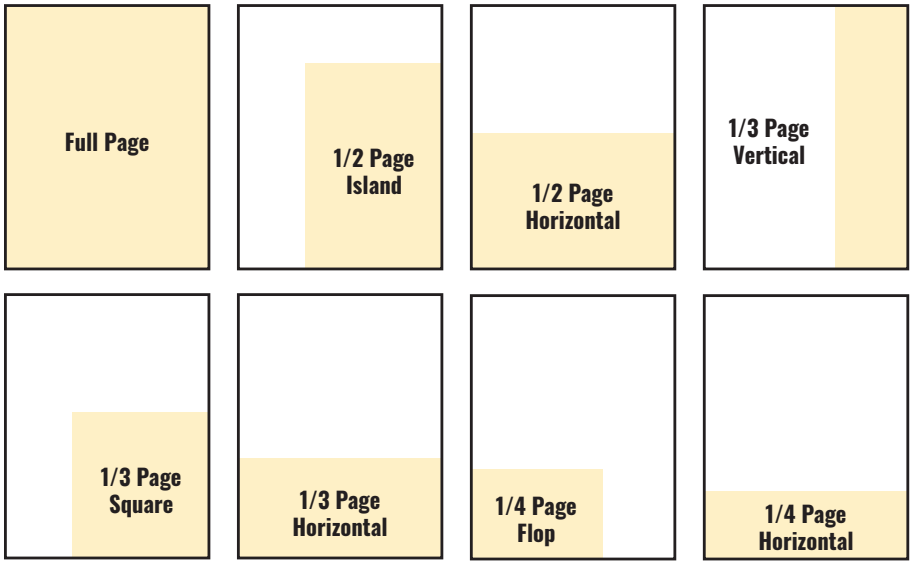
AD SUBMISSIONS:
Preferred format is Press-Ready PDF.

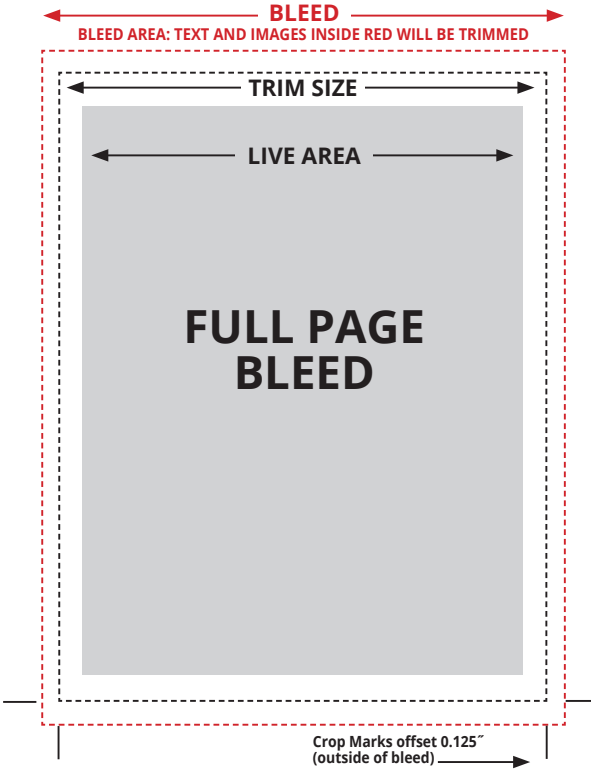
FILE TRANSFER
- Email under 20 mg files
- Use Drop Box or WeTransfer for larger files.

IN-HOUSE AD DESIGN
Supply Post's art department will provide professional and creative ad design to display advertisers at no cost. We accept .tif, .eps, .jpg formats. **Images from the web or word documents are not an acceptable quality.**

- Low-res PDF proof will be provided
- High-res versions available for reproduction at a cost

Questions?
Call our production department at 1-800-663-4802.





ADVERTISING DIMENSIONS

Double Page Spread	16 in. x 10-3/4 in.
Full Page - Trim	8 in. x 10-3/4 in.
1/2 page island	4-5/8 in. x 7-1/2 in.
1/2 page horizontal	7 in. x 4-7/8 in.
1/3 page horizontal	7 in. x 3-1/8 in.
1/3 page square	4-5/8 in. x 4-7/8 in.
1/3 page vertical	2-1/4 in. x 10 in.
1/4 page flop	4-5/8 in. x 3-1/2 in.
1/4 page horizontal	7 in. x 2-3/8 in.

ADVERTISING INQUIRIES:

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