

WOOD INDUSTRY



INTERNATIONAL CENTRE, TORONTO
SEPTEMBER 24-26, 2009

Cross-promotion power

Wood Industry, the official media sponsor of WMS 2009, has put together a package that saves you money when you advertise in the September/October WMS preview issue and the Official WMS Show Guide.

Your advertising will build interest in the show and traffic to your booth

September/October *Wood Industry* will have a full show section with the who, what, when and where information that buyers will need to have before going to the show, including the exhibitor list and seminar/events information. In addition, there will be a show products section to build interest in what will be featured this year at WMS. You can send your product briefs (including a high resolution photograph and 75-100 words of descriptive copy, including your web address) to news@wimediainc.ca, by July 27, 2009. Space is limited; first come, first served.

The **WMS Official Show Guide** will be distributed to each visitor entering the show. There will be floor plan, exhibitor listings and seminar and events calendar. Capitalize on exposure beyond the show; attendees keep the Show Guide, and regard it as a valuable reference tool.



Special Advertising Rates, Four Colour

AD SIZE	WOOD INDUSTRY SEPT./OCT.	SHOW GUIDE ONLY	COMPANION RATE
Double page spread	\$ 5,665	\$ 3,960	\$ 2,970
Full page	\$ 3,380	\$ 2,363	\$ 1,775
½ page island	\$ 2,365	\$ 1,650	\$ 1,240
½ page (horiz./vert.)	\$ 2,290	\$ 1,600	\$ 1,200
⅓ page (vert./square)	\$ 1,930	\$ 1,350	\$ 1,015
¼ page	\$ 1,640	\$ 1,145	\$ 860

*Companion rates for Show Guide advertising are earned by advertisers who are in both the September/October issue of Wood Industry and the Official WMS Show Guide.

Wood Industry WMS issue closes July 31, 2009 (Material August 14, 2009)

Official WMS Show Guide closes August 21, 2009 (Material August 28, 2009)

For advertising information contact:

Mike Neeb 647-290-3673, email: mneeb@wimediainc.ca

David Smith 416-653-2266, email: dsmith@wimediainc.ca



Produced by: Vance Communications Canada
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Endorsed by: OFMA, Ontario Furniture Manufacturers Association, WMC/CFB, Wood Manufacturing Council
Official media sponsor: WOOD INDUSTRY
www.woodworkingexpo.ca