



CPS Annual Conference 2023 Advertising Rate Card

Final Program

Type of Ad	Price
Premier Placement Ads	
Full Page – Outside back cover	\$1,750
Full Page – Inside back cover	\$1,500
Standard Ads	
Full Page	\$900 ea.
Half Page	\$600 ea.

Mechanical requirements

Unit	Width	Depth
Full Page	8.5"	11"
½ Page Horizontal	8.5"	5.5"

- The final ad program will be available online in PDF format.
- Ad trim size: 8.5" wide x 11" high
- PDF files preferred (high quality); JPG, EPS, TIF accepted. EPS: with all fonts embedded and all text converted to outlines.
- Publication is in both official languages, **therefore a bilingual ad (English and French) is required.**
- Ads are limited to non-prescription medicines and products and corporate information.

Specialty Promotion

Type of Sponsorship	Price
Mobile App	
Splash Page	\$5,000
Banner	\$3,000 ea.
Charging Stations (onsite)	\$3,500 ea.

Mechanical requirements

- Landing page image: 320 x 418 pixels.
- Banner image: 320 x 55 pixels.
- Banners and splash page images are limited to 40KB and must be static JPG or PNG formats. Animated banners not accepted.
- Splash and banner page images will link to advertiser's listing in the Exhibitor Directory within the app.

Terms and Conditions

1. All advertisements are subject to approval of the CPS, which reserves the right to reject or cancel any advertisement at any time submitted by Agency or Advertiser.
2. Rates are subject to change without notice.
3. Rates quoted above are subject to appropriate taxes.
4. Any additional typesetting or production work on mechanicals will be billed to the Advertiser.
5. You shall not use the CPS name or logo without the CPS's prior written approval. Advertisers may not, directly or indirectly, refer to the CPS Annual Conference 2023 in any product specific promotional materials.
6. All advertising contract submissions are treated as requests. Since advertising inventory constantly changes, CPS cannot guarantee fixed positioning.
7. **CANCELLATION POLICY:** Full payment is due upon acceptance of the advertising space request form. Cancellations must be received in writing by April 1, 2023. After this date, no refunds will be given. Refunds are subject to a \$100 (plus tax) administrative fee.

Reservation Deadline: March 15, 2023

Material Deadline: April 1, 2023