

BRITISH COLUMBIA MAGAZINE™

Magazine Specifications

- Trim Size:** 8.5"(w) x 10.75"(h)
Bleed: Minimum .25"
Colour: CMYK throughout
Printing: Web Offset, coated stock, 150 lpi.
Binding: Saddle Stitched

AD PRODUCTION

- Page One Publishing Inc. can offer you full creative and production services at a reasonable cost.
- Production costs are not included in advertising rates. No production charges will be levied when a complete ad is supplied on disk or via email, built to specifications and containing all necessary artwork.

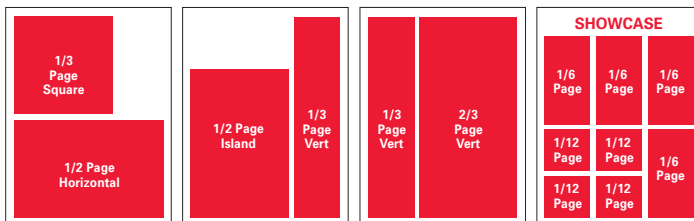
ADVERTISING SIZES

INCHES (wxh)

| Unit size | Live Area* | Bleed | Trim |
|------------------|--------------------------------------------------------------------|---------------|---------------|
| Dbl Page Spread | 16 x 9.75 | 17.5 x 11.25 | 17 x 10.75 |
| Full Page | 7.5 x 9.75 | 9 x 11.25 | 8.5 x 10.75 |
| 2/3 Page Vert. † | 4.937 x 9.75 | 5.687 x 11.25 | 5.437 x 10.75 |
| 1/2 Page Horiz. | 7.5 x 4.75 | - | - |
| 1/2 Page Digest | 4.937 x 7.25 | - | - |
| 1/3 Page Sq. | 4.937 x 4.75 | - | - |
| 1/3 Page Vert. † | 2.375 x 9.75 | 3.125 x 11.25 | 2.875 x 10.75 |
| 1/6 Showcase | Formatted – please contact your sales representative for ad sizes. | | |
| 1/12 Showcase | | | |

* All critical matter must be kept within the live area.

† Bleed is optional – please contact Page One prior to supplying ad.



Questions about file formats or ad sizes?
We're here to help!

Contact: Advertising Coordinator

1322A Government Street, Victoria, BC V8W 1Y8 Tel 250-595-7243 Fax 250-595-1626
Toll Free 1-866-595-7243 | ads@pageonepublishing.ca | www.pageonepublishing.ca

Mechanical Specifications

GENERAL

The following are guidelines for material supplied to Page One Publishing Inc. An extra charge may apply if files do not meet these requirements.

- A colour laser proof or PDF must be supplied with digital ads. We accept no responsibility for content or colour accuracy if a proof has not been supplied.
- A proof of your ad will be generated and faxed or sent via email to confirm accuracy.

FILE COMPATIBILITY

Digital material must be supplied to the following specifications:

Programs - Macintosh format only:

- **Adobe InDesign®** – up to and including CS3 version
- **Adobe Illustrator®** – up to and including CS3 version
- **Adobe Photoshop®** – up to and including CS3 version
- **QuarkXPress®** – up to and including version 5.01

Artwork:

- Resolution of images must be 300 dpi
- Images or graphic elements must be CMYK process separation

File Formats:

- We accept files in the following formats: PDF (press optimized), INDD, AI, EPS, TIFF, QXD

Fonts:

- All fonts must be supplied - both printer and screen fonts - or converted to outlines
- Only Postscript fonts are supported

SUPPLYING MATERIAL

A PDF or colour laser proof must be supplied.

Digital material may be supplied in one of the following ways:

- Email - file should be compressed
 - include name of ad and publication
 - provide a PDF proof or courier a laser proof to Page One Publishing
 - email files to ads@pageonepublishing.ca
- FTP - to post files to Page One Publishing's FTP site, visit our website at www.pageonepublishing.ca

IMPORTANT

We will not be held responsible for supplied material that does not meet the above specifications.