

# Buy BCwild

Directory of Products from the Wilds of BC

## Magazine Specifications

**Trim Size:** 8.125"(w) x 10.5"(h)

**Bleed:** Minimum .25"

**Colour:** CMYK throughout

**Printing:** Web Offset, coated stock, 133 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.

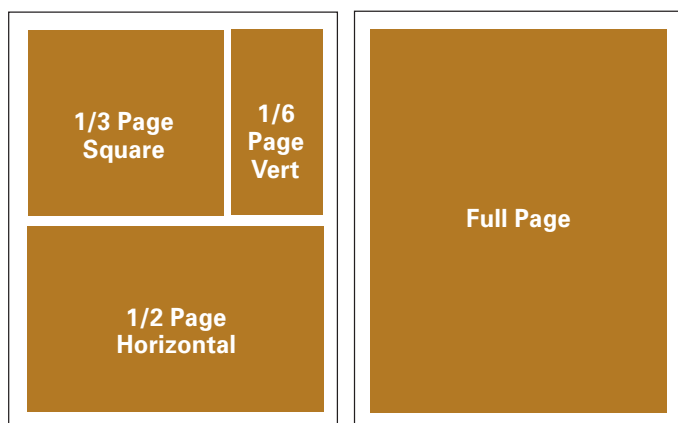
### ADVERTISING SIZES

Unit Size	Live Area*	Bleed†	Trim
Full Page	7.625" x 10"	8.375" x 10.75"	8.125" x 10.5"
1/2 Page Horiz.	7.125" x 4.67"	-	-
1/3 Page Sq.	4.69" x 4.67"	-	-
1/6 Vert.	2.26" x 4.67"	-	-

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

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

‡ Production & creative costs are not included in the advertising rates.



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

## 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: INDD, AI, EPS, TIFF, QXD, PDF (press optimized)

#### 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:

- CD
- 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](mailto:ads@pageonepublishing.ca)
- FTP - to post files to Page One Publishing's FTP site, visit our website at [www.pageonepublishing.ca](http://www.pageonepublishing.ca)

### IMPORTANT

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

### 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](mailto:ads@pageonepublishing.ca) [www.pageonepublishing.ca](http://www.pageonepublishing.ca)