

# douglas

## Advertising Specifications

### Magazine Specifications

- Trim Size:** 8.25" x 10.75" (WxH)  
**Bleed:** Minimum .125"  
**Colour:** CMYK throughout  
**Printing:** Web offset, coated stock, 150 lpi.  
**Binding:** Saddle stitched

#### AD PRODUCTION

Page One Publishing provides advertisement design and production services at no extra cost (excluding photography). Contact our Advertising Coordinator for details.

#### ADVERTISING SIZES

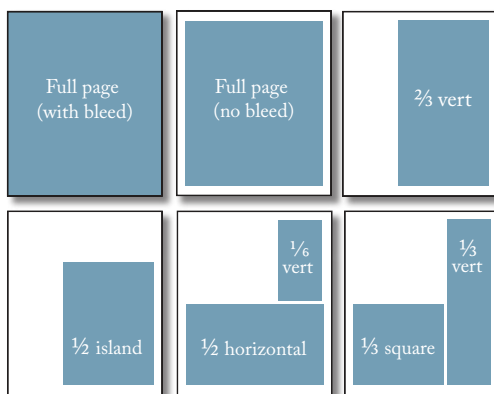
INCHES (WxH) \*All critical matter must be kept within the live area.

Unit size	Live Area*	Bleed	Trim
Full Page	7.25 x 9.58	8.5 x 11	8.25 x 10.75
2/3 Page Vert.	4.94 x 9.58	-	-
1/2 Page Island	4.94 x 7.14	-	-
1/2 Page Horiz.	7.5 x 4.7	-	-
1/3 Page Sq.	4.94 x 4.7	-	-
1/3 Page Vert.	2.39 x 9.58	-	-
1/6 Page Vert.	2.39 x 4.7	-	-

Formatted Ads to be designed and built by Page One Publishing:

#### Meetings & Venues –

1/4 Page: Photo, logo, 50-60 words, contact information



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

#### 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:

- 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
- CD

#### 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 www.pageonepublishing.ca