

# OUTDOOR GUIDE

*Vancouver Island: Victoria and the Gulf Islands*

## Advertising Specifications

### MAGAZINE SPECIFICATIONS

**Trim Size:** 8"(w) x 10.75"(h)

**Bleed:** Minimum .125"

**Colour:** CMYK throughout

**Printing:** Web offset, coated stock, 133 lpi.

**Binding:** Saddle stitched

### AD PRODUCTION

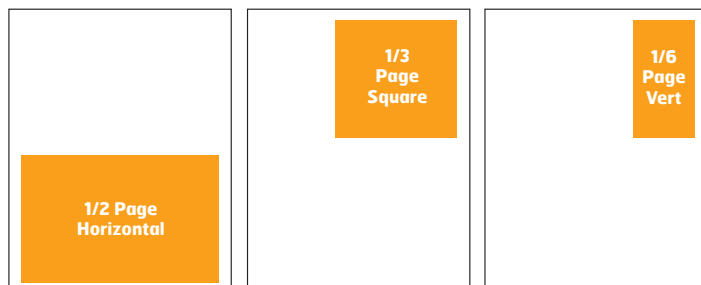
- Page One Publishing Inc. can offer you full creative and production services at a reasonable cost.
- Production costs are not included in advertising rates. No production charges will be levied when a complete ad is supplied on disk or via email, built to specifications and containing all necessary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

### ADVERTISING SIZES

INCHES (w x h)

Unit size	Live Area*	Bleed	Trim
Full Page	7.5 x 10.25	8.25 x 11	8 x 10.75
1/2 Page Horiz.	7.083 x 4.875	-	-
1/3 Page Sq.	4.667 x 4.875	-	-
1/6 Page Vert.	2.25 x 4.875	-	-

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



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

**Contact: Advertising Coordinator**

Tel 250-595-7243 Fax 250-595-1626

Toll Free 1-866-595-7243

ads@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: Press-optimized PDF (preferred format), INDD, AI, PSD, 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](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)
- CD

**IMPORTANT** Page One will not be held responsible for supplied material that does not meet the above specifications.