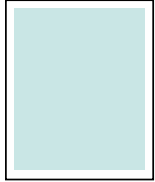


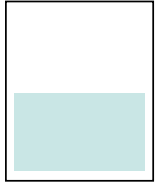
# ADVERTISING SPECIFICATIONS



1 Full Page with border



1/2 Page - Vertical



1/2 Page - Horizontal



1/4 Page

## Page size

### PAGE WxH in inches

8.875" x 10.875" (trim) please add 0.125" for bleed on all sides

### DPS 17.75" x 10.875" (trim) 18" x 11.125" (bleed)

For above, please allow 0.25" of type safety inside trim

### 1 Full Page w/ Bleed 8.875" x 10.875" (trim) 9.125" x 11.125" (bleed)

For above, please allow 0.25" of type safety inside trim

### 1 Full Page with border 7.625" x 9.625"

### 1/2 Page - Vertical 3.6875" x 9.625"

### 1/2 Page - Horizontal 7.625" x 4.6875"

### 1/4 Page 3.6875" x 4.6875"

In order to guarantee reproduction quality, advertising must meet these guidelines. Please provide a copy of these specifications to your advertising designer. In order to achieve the best quality possible, material must be delivered on time. This allows our Production Manager sufficient time to check material and ensure that it meets specifications, and will reproduce accordingly on-press. Reproduction on-press of material that arrives after deadline cannot be guaranteed.

## FILE DELIVERY

**EMAIL:** ads@canadianart.ca. Please STUFF or ZIP your files to avoid corruption during delivery.

**DISK:** CD-ROM. Clearly label your files, proofs, CD/emails with your name and your contact information.

**FTP:** If you wish to FTP your ad files, it is imperative that you email <ads@canadianart.ca> us to let us know the name of your file and the time it was uploaded.

**Username: CanadianArt Password: Smile7 Hostname: ftp.dollco.com**

**FILE FORMAT:** We are an Adobe CS environment. We accept the following files: PDF x-1a, Photoshop TIFF. It is crucial when saving in PDF format that all images in the document are NOT downsampled. PDF must be flattened. NO layers. NO transparency.

**COLOUR** Absolutely NO RGB. You must convert to CMYK before submitting your files. Black or process colour (CMYK) to guarantee reproduction. NO spot colours. A solid black background should be supported with 30% Cyan in four colour ads. NO Pantones. You must convert to CMYK. • NO Duotone. You must convert to CMYK.

**FILE IMAGE RESOLUTION** 300 DPI AND USED AT 100%.

**REPRO** Web press on 60 lb gloss stock. Expected dot-gain: Cyan 23%, Magenta 23%, Yellow 21%, Black 27%. Fractional ads do not have bleed.

**PROOF** An accurate colour proof **MUST** accompany all ads. If no matchprint colour proof is supplied, Canadian Art may, at its discretion, produce an appropriate proof, which will be billed back to the client. To guarantee reproduction of a colour ad, a FUJI or picto proof, matching SWOP standards must be supplied to us with the electronic ad file.

For advertising inquiries, please contact:

**Stefanie Fiore**  
Production Manager  
[416] 368-8854 x103  
Fax [416] 368-6135  
ads@canadianart.ca

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