

PRODUCTION SPECIFICATIONS

PRINT Publication Trim Size 8.125" x 10.875"

AD	SIZE	BLEED
Page	8.125" x 10.875"	8.375" x 11.125"
Double page spread	16.25" x 10.875"	16.5" x 11.125"
1/2 page island	4.5" x 7.25"	
1/2 page vertical	3.3" x 9.5"	
1/2 page horizontal	6.85" x 4.75"	
1/4 page square	3.3" x 4.75"	
1/4 page horizontal	6.85" x 2"	

MATERIAL REQUIREMENTS

- PDF/X-1a files are preferred (2400 dpi - 150 line screen, all fonts embedded, CMYK and no spot colours). Acceptable formats include: InDesign, Adobe Illustrator, Adobe Photoshop.
- Illustrator and Photoshop files must be saved as .EPS or .TIFF files at 300 dpi with all images embedded and fonts as outlines.
- Proper preparation of colour is required (spot pantone colour must be converted to CMYK).
- Process colour ads must be supplied with a high-resolution, full-colour, contract quality proof to ensure proper colour reproduction.

WEB

SIZE	PIXELS
Leaderboard	728 x 90 and 468 x 60 (mobile friendly)
Big box	300 x 250

DEALSWIRE

SIZE	PIXELS
Jr leaderboard	600 x 100
Big box	300 x 250
Half big box	300 x 100

DIGITAL REQUIREMENTS

IMAGE TYPE: GIF, .JPG, Animated .GIF*: Single to infinitely looping banners accepted

IMAGE FILE SIZE: 50K maximum for static or animated .GIF

LINKING URL: An active URL must be provided

TESTING: All creative must function uniformly on both MAC and PC platforms as well as multiple browser versions of Firefox, Chrome, Internet Explorer, and Safari

NOTE: Please ensure ads without background colour have a key line.

*Animated GIFs do not rotate on all email systems so please ensure the first frame of your animated GIF has a message.

PUBLISHER'S CONDITIONS:

Advertising material is subject to approval by the publisher. Cancellations and space changes are not accepted after the closing date. If "new" artwork is not received by the materials deadline, a repeat of your most recent creative will be used.

Applicable taxes will be added to all rates.

PRODUCTION INQUIRIES

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