

# VANCOUVER ISLAND

## VICTORIA and the GULF ISLANDS



SUPER, NATURAL

BRITISH COLUMBIA®

### 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

#### NEW! SUPPLYING YOUR FILES

If you are designing multiple ads in "spreads" (or facing pages) in a layout program such as InDesign or QuarkXpress, please export your file as a **single page document** (ie, one ad per page).

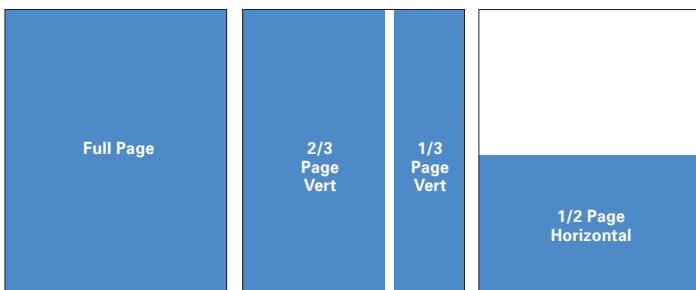
#### PLEASE KEEP IN MIND:

- Include crop marks on all four sides of your ads. Crop marks must be at least **1/8 inch (.125")** from the trim size.
- The "live" area is 1/4 inch from the trim. All critical matter (such as logos and text) must be kept within this area.

#### ADVERTISING SIZES

INCHES (w x h)

Unit size	Trim size	Size w/bleed	"Live" area
Full Page	8 x 10.75	8.25 x 11	7.5 x 10.25
2/3 Page Vert.	5.10 x 10.75	5.22 x 11	4.60 x 10.25
1/2 Page Horiz.	8 x 5.37	8.125 x 5.5	7.5 x 4.87
1/3 Page Vert.	2.68 x 10.75	2.81 x 11	2.18 x 10.25



#### 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.

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

#### Contact: Advertising Coordinator

2nd Floor, 1322 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

### 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 CS4 version
- **Adobe Illustrator®** – up to and including CS4 version
- **Adobe Photoshop®** – up to and including CS4 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, 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

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