

# BRITISH COLUMBIA MAGAZINE™

## Magazine Specifications

- Trim Size:** 8.5"(w) x 10.75"(h)  
**Bleed:** Minimum .25"  
**Colour:** CMYK throughout  
**Printing:** Web Offset, coated stock, 150 lpi.  
**Binding:** Saddle Stitched

### AD PRODUCTION

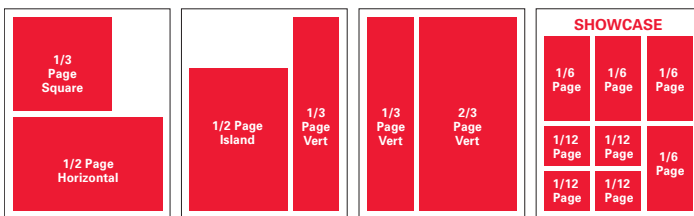
- Page One Publishing Inc. can offer you full creative and production services at a reasonable cost.
- Production costs are not included in advertising rates. No production charges will be levied when a complete ad is supplied on disk or via email, built to specifications and containing all necessary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

### ADVERTISING SIZES

INCHES (wxh)

Unit size	Live Area*	Bleed	Trim
DbI Page Spread	16 x 9.625	17.5 x 11.25	17 x 10.75
Full Page	7.5 x 9.625	9 x 11.25	8.5 x 10.75
2/3 Page Vert. †	4.937 x 9.625	5.687 x 11.25	5.437 x 10.75
1/2 Page Horiz.	7.5 x 4.75	-	-
1/2 Page Digest	4.937 x 7.25	-	-
1/3 Page Sq.	4.937 x 4.75	-	-
1/3 Page Vert. †	2.375 x 9.625	3.125 x 11.25	2.875 x 10.75
1/6 Showcase	Formatted – please contact your sales representative for ad sizes.		
1/12 Showcase			

- \* All critical matter must be kept within the live area.  
 \*\* Please ensure crop marks are at least .25" from trim.  
 † Bleed is optional – please contact Page One prior to supplying ad.



**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 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: PDF (press optimized), 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)

### IMPORTANT

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