

Advertising Specifications

Magazine Specifications

- Trim Size:** 8" x 10.75" (WxH)
Bleed: Minimum .125"
Colour: CMYK throughout
Printing: Web offset, coated stock, 150 lpi.
Binding: Saddle stitched

CREATIVE SERVICES*

As a service to our valued clients, Page One is happy to offer professional design services. Our designers bring years of experience in marketing a vast array of businesses, and are well-versed in the target market of *Fresh* magazine.

1) New ad builds:	Ad Size	Cost
	1/6 and 1/3	\$250
	1/2 and 2/3	\$325
	Full Page	\$400

2) Changes to existing ads or ad resize: \$50-\$100

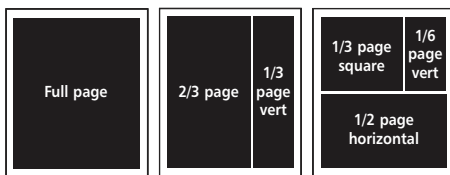
*Pricing based on all materials (imagery, copy, etc.) supplied to Page One.
 Rates do not include photography or stock imagery.

ADVERTISING SIZES

INCHES (WxH)

Unit size	Live Area*	Bleed	Trim
Dbl. Page Spread	15.5 x 10.25	16.5 x 11.25	16 x 10.75
Full Page	7.5 x 10.25	8.5 x 11.25	8 x 10.75
2/3 Page Vert.	4.667 x 10	-	-
1/2 Page Horiz.	7.083 x 4.875	-	-
1/3 Page Sq.	4.667 x 4.875	-	-
1/3 Page Vert.	2.25 x 10	-	-
1/6 Page Vert.	2.25 x 4.875	-	-
"Off the Shelf"	Please contact your sales rep. for ad sizes		

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



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

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
- **QuarkXPress®** – up to and including version 5.01
- **Adobe Illustrator®** – up to and including CS3 version
- **Adobe Photoshop®** – up to and including CS3 version

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: INDD, AI, EPS, TIFF, QXD, PDF (press optimized)

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
- FTP - to post files to Page One Publishing's FTP site, visit our website at www.pageonepublishing.ca
- CD

IMPORTANT

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

Contact: Advertising Coordinator

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