

# TECHNICAL SPECIFICATIONS

## DIMENSIONS (width by height)

| Display Ad Sizes     | Non-Bleed Ad                                     | Bleed Ad  |
|----------------------|--|---|
|                      | (Please add a border around your advertisement.) | (Bleed dimensions include 1/4" trim allowance all around.)* |
| Full Page            | 7" x 10"   | 8-3/4" x 11-1/4"  |
| Double Page Spread   | 15-1/4" x 10"                                    | 17" x 11-1/4"   |
| 2/3 Page Vertical    | 4-5/8" x 9-3/4"                                  | 5-3/4" x 11-1/4"  |
| 1/2 Page Island      | 4-5/8" x 7-1/4"                                  | n/a   |
| 1/2 Page Horizontal  | 7" x 4-3/4"                                      | 8-3/4" x 5-7/8"   |
| 1/3 Page Square      | 4-5/8" x 4-7/8"                                  | n/a   |
| 1/3 Page Vertical    | 2-1/4" x 9-3/4"                                  | 3-1/4" x 11-1/4"  |
| 1/4 Page Banner, CME | 7" x 2-3/8"                                      | n/a   |
| 1/6 Page Vertical    | 2-1/4" x 4-7/8"                                  | n/a   |
| Marketplace          | 3-1/4" x 2"                                      | n/a   |

## Employment Ad Sizes Non-Bleed Ad

|                     |                 |
|---------------------|-----------------|
| Full Page           | 7" x 10"        |
| 1/2 Page Horizontal | 7" x 4-3/4"     |
| 1/2 Page Vertical   | 3-3/8" x 9-1/2" |
| 1/4 Page Square     | 3-3/8" x 4-3/4" |

**Magazine Trim Size** 8-1/4" x 10-3/4"

**Halftone screen** 150

**Line screen** 200

Printed heatset web offset on 50lb, gloss, saddlestitched.

\*Note: trim allowance will be trimmed off and allows the ad to run to the edge of the magazine.

## ISSUE (2016) MATERIAL DUE DATES (before NOON)

|               |           |
|---------------|-----------|
| Jan/Feb 2016  | Dec 11/15 |
| Mar/Apr 2016  | Feb 5/16  |
| May/June 2016 | Apr 8/16  |
| Jul/Aug 2016  | Jun 10/16 |
| Sep/Oct 2016  | Aug 12/16 |
| Nov/Dec 2016  | Oct 7/16  |

**NOTE:** Due dates do not apply to any new ad to be designed by Advertising In Print.

**CREATIVE SERVICES:** Advertising In Print offers creative services to help design your ad. For quotes, please contact your account rep.

## Advertising In Print

200 - 896 Cambie Street  
Vancouver, BC V6B 2P6  
T: 604.681.1811 • F: 604.681.0456  
E: admaterial@advertisinginprint.com

## PREPARING YOUR DIGITAL FILES

It is important that the guidelines below are followed when creating your ad.

### ACCEPTABLE FILE FORMATS:

- High resolution PDF (preferred format) with all fonts embedded/outlined.
- Adobe InDesign CC, Photoshop CC, Illustrator CC, TIFF and EPS.
- Native file must have all fonts & links included.

### IMAGES RESOLUTION:

- Resolution of images should be 300 ppi or higher for a good print quality.
- Low resolution images will result in blurry and pixelated images.

### COLOUR MODE & COLOUR SPACE:

**IMPORTANT:** Please ensure that your ad is not in RGB colour mode & that there is **no Pantone (PMS)**. All pantone/RGB colours must be converted to CMYK.

**Colour ads:** All images and graphics must be in CMYK only.

**TIP:** When exporting/saving to PDF, use the **Adobe Preset [PDF/X-1a:2001]**. This preset converts all RGB & Pantone colours to CMYK colours for print.

### SIZE & BLEED:

- Non Bleed Ad: Must be supplied with a border all around.
- Bleed Ad: Please be aware that the bleed ad size includes a 1/4" bleed allowance which will be trimmed off when the magazine is cut to size. Ensure all important content (text/logos) are placed at least 1/4" away from the trim edge.

### PROOFS:

- Please send a hard copy of your ad as it is to appear in print to us, via mail, courier, or fax to **604-681-0456**.
- Please include name & telephone number of designer on the proofs. Note: We are not responsible for incorrect colours on ads supplied without a colour proof.

### PRODUCTION CHARGES:

Advertising material that does not conform to criteria listed may incur extra production charges over and above advertising space rates. Advertiser will be billed for copy changes made to the file by *Just For Canadian Dentists*.

## Is Your File Ready for Submission?

- ✓ **Correct ad size**  
Non-bleed ad includes a border.  
Bleed ad includes 1/4" trim allowance & important contents are at least 1/4" away from trim line.
- ✓ **Correct Colour Mode**  
Colour ad is in CMYK and not RGB.  
Please convert all Pantones to CMYK colour.
- ✓ **High Resolution Image**  
Image resolution is at 300 dpi for good quality print.
- ✓ **File is saved in acceptable file formats**

## SUBMITTING YOUR DIGITAL FILES

**1 IF YOUR FILE IS 7MB OR SMALLER, EMAIL TO:**  
admaterial@advertisinginprint.com  
or & cc. your account rep.

**2 IF YOUR FILE IS LARGER THAN 7MB:**  
» Post it to your FTP site & email us the details to collect or  
» Upload to our dropbox at  
www.hightail.com/u/Upload-File

➡ **Please submit your finished ad before NOON of due date listed above.**