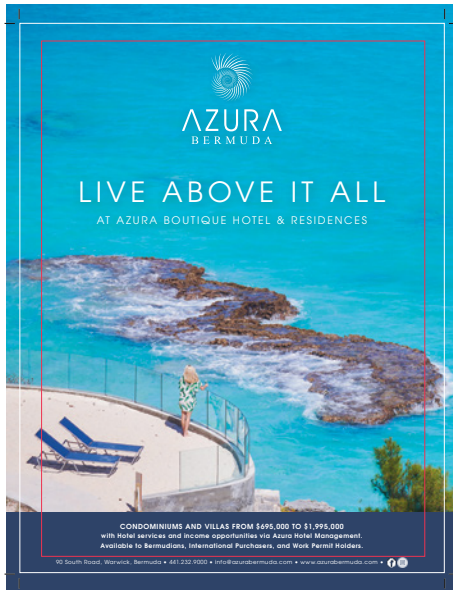


Full page ad with bleed & crop marks.  
Red is live area. White is trim.



## ADVERTISING RATES

	1X	4X
Full page	2,095	1,950
2/3 page	1,650	1,530
1/2 page	1,150	1,070
1/3 page	900	835
1/6 page	535	495

## PREMIUMS & COVERS

Outside Back Cover	\$4,700
Inside Front/Back	\$2,590
Premium placements	+20%

## SPECIALTY ITEMS

Reprints, electronic reprint rights, inserts, special colours and additional services are available upon request.

## MECHANICALS

### FULL PAGE

Live area: 7.25" x 9.75"  
Trim size: 8.5" x 11"  
Bleed: 8.75" x 11.25"

### 1/3 PAGE

Vertical: 2.25" x 9.75"  
Square: 4.75" x 4.75"

### 1/6 PAGE

Vertical: 2.25" x 4.75"  
Horizontal: 4.75" x 2.25"

### 2/3 PAGE

Vertical: 4.75" x 9.75"

### 1/2 PAGE

Horizontal: 7.25" x 4.75"  
Vertical: 4.75" x 7.25"

## AD FORMAT

- Our preferred format to receive artwork is a high resolution Adobe Acrobat PDF.
- All fonts must be embedded and all art must be 300dpi and converted to CMYK. We cannot be held responsible for errors in incorrectly created files.
- Other MAC compatible formats—including packaged InDesign files, Illustrator eps (fonts converted to outlines) and Photoshop tiff, eps or jpg—may be accepted but print

quality cannot be guaranteed.

- No True Type fonts will be accepted.
- All images must be saved at 300dpi and saved as CMYK.
- Special spot colours are available on request and will carry a surcharge.
- Full page ads should include bleed and crop marks. All ads smaller than a full page do not need crop marks.

<p>2/3 page</p>	<p>1/2 page vertical</p> <p>1/6 page vertical</p>
<p>1/6 page horizontal</p> <p>1/2 page horizontal</p>	<p>1/3 page vertical</p> <p>1/3 page square</p>