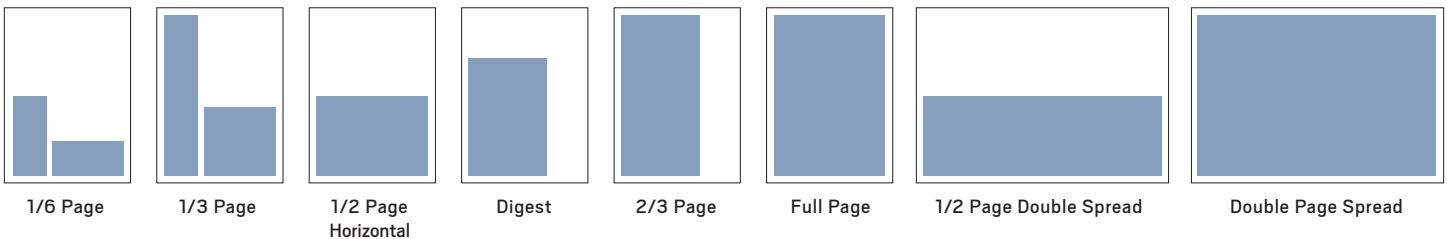


mechanical requirements

ad sizes		Non Bleed Ads
Ad Sizes (inches) width by height	Non-Bleed Size	
Full Page	7 ³ / ₁₆ x 10 ¹ / ₁₆	
2/3 Page Vertical	4 ³ / ₄ x 10 ¹ / ₁₆	
Digest	4 ³ / ₄ x 7 ¹ / ₂	
1/2 Page Horizontal	7 ³ / ₁₆ x 4 ¹⁵ / ₁₆	
1/3 Page Vertical	2 ⁵ / ₁₆ x 10 ¹ / ₁₆	
1/3 Page Square	4 ³ / ₄ x 4 ¹⁵ / ₁₆	
1/6 Page Vertical	2 ⁵ / ₁₆ x 4 ¹⁵ / ₁₆	
1/6 Page Horizontal	4 ³ / ₄ x 2 ⁷ / ₁₆	
Double Page Spread	15 ¹ / ₁₆ x 10 ¹ / ₁₆	
1/2 Double Page Spread	15 ¹ / ₁₆ x 4 ¹⁵ / ₁₆	

		Bleed Ads*
Ad Sizes (inches) width by height	Trim Size Please add minimum 1/8" beyond trim size on all sides to allow for bleed	Live Size For guaranteed type safety, all critical live material must be con- tained within live area.
Full Page	7 ⁷ / ₈ x 10 ⁷ / ₈	7 ¹ / ₈ x 10 ¹ / ₈
2/3 Page Vertical	5 ¹ / ₈ x 10 ⁷ / ₈	4 ³ / ₈ x 10 ¹ / ₈
Digest	—	—
1/2 Page Horizontal	7 ⁷ / ₈ x 5 ⁵ / ₁₆	7 ¹ / ₈ x 4 ⁹ / ₁₆
1/3 Page Vertical	—	—
1/3 Page Square	—	—
1/6 Page Vertical	—	—
1/6 Page Horizontal	—	—
Double Page Spread	15 ³ / ₄ x 10 ⁷ / ₈	15 x 10 ¹ / ₈
1/2 Double Page Spread	15 ³ / ₄ x 5 ⁵ / ₁₆	15 x 4 ⁹ / ₁₆



Specifications General Policy

Printing Process: Web Offset

Screen: 150 lines per inch

Binding Method: Saddle-stitched

Digital Ad Material: All ads must be supplied in a digital format that meets Canada Wide's specifications for electronic output. Files created in Adobe InDesign, Adobe Illustrator and Adobe Photoshop are accepted. Macintosh format is preferred. To guarantee colour match, digital files in colour must be accompanied by a colour match proof. Canada Wide will accept no responsibility for content or colour accuracy where no proof has been supplied. Files are accepted on CD and DVD. Files are also accepted by email or by using Canada Wide's online file transfer system. Call our Production Department for more information and for a detailed Print Media Specifications sheet. Send material to 4th floor, 4180 Lougheed Highway, Burnaby, BC V5C 6A7.

Creative Services: Canada Wide Media Limited can provide complete creative services, including design, production and photography. An estimate will be prepared for approval prior to commencement of work. Advertisers assume responsibility for proofing and accuracy of information on pub-set ads.

Commissions: 15% to recognized agencies.

1. Rates quoted are for space only. If material must be altered, there will be an extra charge.
2. Proofs for correction will not be provided except on pub-set copy and ads on which publication strips in major elements. (All such material must be received by space close date.) Colour proofs cannot be supplied.
3. Ads must run within 12 months of first insertion to earn frequency discounts. (Multiple ads in one issue qualify for frequency discounts.)
4. Publisher will not be responsible for ad material beyond 12 months after publication.
5. Advertising non-cancelable after closing date.
6. Rates do not include applicable taxes.

Terms of Payment: Interest of 2% per month is charged on unpaid accounts after 30 days. On direct accounts, payment should be made with order or at closing date unless credit terms have been arranged in advance.

Send Material to:

VANCOUVER
4th Floor
4180 Lougheed Hwy
Burnaby, British Columbia
Canada V5C 6A7
Tel. (604) 299-7311
Fax (604) 299-9188

