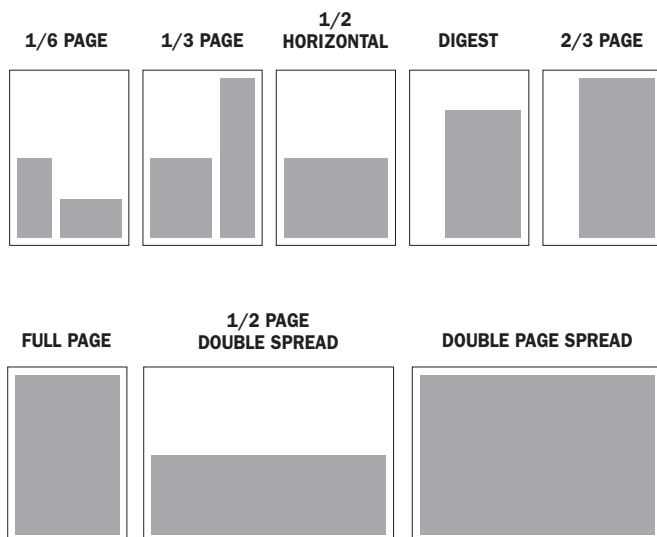


# mechanical requirements

# BCBUSINESS

www.bcbusinessonline.ca

## AD SIZES



AD SIZES (INCHES)	NON-BLEED ADS	BLEED ADS*	
	AD SIZES WIDTH BY HEIGHT	TRIM SIZES* WIDTH BY HEIGHT	LIVE SIZES* WIDTH BY HEIGHT
Full Page	7 <sup>3</sup> / <sub>16</sub> x 10 <sup>1</sup> / <sub>16</sub>	7 <sup>7</sup> / <sub>8</sub> x 10 <sup>7</sup> / <sub>8</sub>	7 <sup>1</sup> / <sub>8</sub> x 10 <sup>1</sup> / <sub>8</sub>
2/3 Page Vertical	4 <sup>3</sup> / <sub>4</sub> x 10 <sup>1</sup> / <sub>16</sub>	5 <sup>1</sup> / <sub>8</sub> x 10 <sup>7</sup> / <sub>8</sub>	4 <sup>3</sup> / <sub>8</sub> x 10 <sup>1</sup> / <sub>8</sub>
Digest	4 <sup>3</sup> / <sub>4</sub> x 7 <sup>1</sup> / <sub>2</sub>	—	—
1/2 Page Horizontal	7 <sup>3</sup> / <sub>16</sub> x 4 <sup>15</sup> / <sub>16</sub>	7 <sup>7</sup> / <sub>8</sub> x 5 <sup>5</sup> / <sub>16</sub>	7 <sup>1</sup> / <sub>8</sub> x 4 <sup>9</sup> / <sub>16</sub>
1/3 Page Vertical	2 <sup>5</sup> / <sub>16</sub> x 10 <sup>1</sup> / <sub>16</sub>	—	—
1/3 Page Square	4 <sup>3</sup> / <sub>4</sub> x 4 <sup>15</sup> / <sub>16</sub>	—	—
1/6 Page Vertical	2 <sup>5</sup> / <sub>16</sub> x 4 <sup>15</sup> / <sub>16</sub>	—	—
1/6 Page Horizontal	4 <sup>3</sup> / <sub>4</sub> x 2 <sup>7</sup> / <sub>16</sub>	—	—
Double Page Spread	15 <sup>1</sup> / <sub>16</sub> x 10 <sup>1</sup> / <sub>16</sub>	15 <sup>3</sup> / <sub>4</sub> x 10 <sup>7</sup> / <sub>8</sub>	15 x 10 <sup>1</sup> / <sub>8</sub>
1/2 DPS	15 <sup>1</sup> / <sub>16</sub> x 4 <sup>15</sup> / <sub>16</sub>	15 <sup>3</sup> / <sub>4</sub> x 5 <sup>5</sup> / <sub>16</sub>	15 x 4 <sup>9</sup> / <sub>16</sub>

\*For bleed ads, please allow at least 1/8" beyond trim on all sides.

## SPECIFICATIONS

**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 QuarkXPress, Adobe Illustrator, Adobe Photoshop and Adobe InDesign are accepted. Macintosh format is preferred. Digital files in colour must be accompanied by a colour match proof, while B&W files must include a laser 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 posting to Canada Wide's FTP site. Call our Production Department for more information and for a detailed Print Media Specifications sheet.

**Creative Services:** Canada Wide Media Limited can supply complete creative services, including design, writing, 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.

All ad material should be sent to our Vancouver office.

## GENERAL POLICY

**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 produces major elements. (All such material must be received by space close date.) Color 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. GST – Rates do not include Goods and Services Tax.

**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

### TORONTO

DTL Media  
3644 St. Laurent Court  
Mississauga, Ontario  
Canada L5L 4T2  
Tel. (905) 820-6119  
Fax (905) 820-7579

### MONTREAL

McGown/Intermac  
8250 Decarie, Suite 205  
Montreal, Quebec  
Canada H4P 2P5  
Tel. (514) 735-5191  
Fax (514) 342-9406

