

JUST FOR CANADIAN DOCTORS

life + leisure

Technical Specifications

DISPLAY AD (WIDTH x HEIGHT)	NON BLEED DIMENSIONS	BLEED DIMENSIONS*
Full Pg	7" x 10"	8-3/4" x 11-1/4"
DPS	15-1/4" x 10"	17" x 11-1/4"
2/3 Pg Vertical	4-5/8" x 9-3/4"	5-3/4" x 11-1/4"
1/2 Pg Island	4-5/8" x 7-1/4"	n/a
1/2 Pg Hor	7" x 4-3/4"	8-3/4" x 5-7/8"
1/3 Pg Square	4-5/8" x 4-7/8"	n/a
1/3 Pg Vertical	2-1/4" x 9-3/4"	3-1/4" x 11-1/4"
1/4 Pg Banner, CME	7" x 2-3/8"	n/a
1/6 Pg Vertical	2-1/4" x 4-7/8"	n/a
Marketplace	3-1/4" x 2"	n/a

EMPLOYMENT AD	NON BLEED DIMENSIONS
Full Pg	7" x 10"
1/2 Pg Horizontal	7" x 4-3/4"
1/2 Pg Vertical	3-3/8" x 9-1/2"
1/4 Pg	3-3/8" x 4-3/4"

*Bleed dimensions include 1/4" trim allowance.

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

Printed heatset web offset on 50lb, gloss, saddlestitched.
Halftone screen: 150, Line screen: 200

PREPARING YOUR DIGITAL FILES

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

ACCEPTABLE FILE FORMATS ARE:

- High resolution PDF. Best to Export/Save as PDF:X-1a: 2001.
– PDF format file must have all fonts embedded.
- Adobe InDesign, Adobe Illustrator, TIFF and EPS.
– Adobe InDesign and Illustrator file must have all fonts outline and links included.

IMAGES RESOLUTION:

- Resolution of images should be **300 dpi** or higher in order to print clearly.

COLOUR MODE & COLOUR SPACE:

Important: Please ensure that your ad is not in RGB colour mode and that there is no Pantone (PMS). All pantone colours must be converted to CMYK or grayscale (B/W ad).

- **Colour ads:** 4 Colour (CMYK) ads must be in CMYK only.
All images and graphics must be in CMYK as well.
- **Black & White ads:** Black & White ads must be saved in Black & White or Grayscale only. No colour separation.

SIZE & BLEED:

- Please build your ad to size as indicated above.
- All ads must be supplied with a border (except bleed ads).

Issue Dates (2010)

Material Due Dates (before NOON)

Jan/Feb 2010	Dec 4/09
Mar/Apr 2010	Feb 5/10
May/June 2010	Apr 9/10
Jul/Aug 2010	Jun 11/10
Sep/Oct 2010	Aug 13/10
Nov/Dec 2010	Oct 8/10

NOTE: Due dates do not apply to any new ad to be produced by Advertising In Print. Contact your account representative for assistance with ad production and quotes.

Prescribing Information: In conjunction with pharmaceutical product advertisements. Ads are B/W and non-bleed. See left for dimensions on Full Pg, 2/3 Pg vert, 1/2 Pg vert or 1/3 Pg vert.

SUBMITTING YOUR DIGITAL FILES

PROOFS:

- Please send a hard copy of your ad as it is to appear in print to us, via mail, courier, or fax to 604-681-8149.
- 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.

HOW TO SUBMIT YOUR FILE:

- If your file size is 7MB or smaller, email to admaterial@advertisinginprint.com & cc. your account rep.
- If your file is larger than 7MB, save it on a CD and mail to our address below or post it to your FTP site & email us the details to collect.

Please submit your finished ad before NOON of due date

AdvertisingInPrint

710 - 938 Howe Street
Vancouver, BC V6Z 1N9
T: 604-681-1811 • F: 604-681-8149

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 file by Just For Canadian Doctors.