

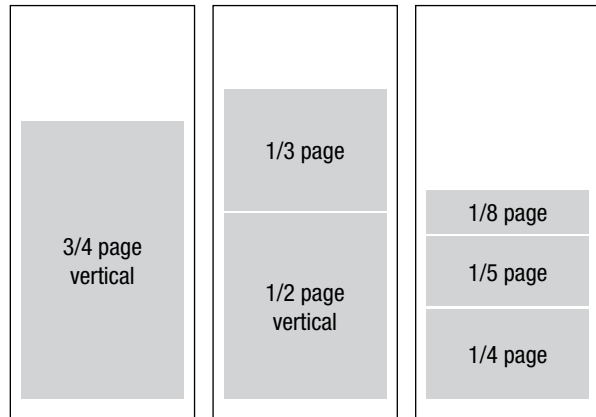


# ADVERTISING SPECIFICATIONS

## Arts & Cultural Guide to British Columbia

421 Richmond Street, New Westminster, BC, V3L 4C4

AD SIZE	BLEED ADS	BLEED	NONBLEED ADS
	width x height	+ all sides	width x height
2 page spread	8" x 9"	.1875"	-
Full page trim	4" x 9"	.1875"	-
3/4 page vertical	4" x 6"	.1875"	3.375" x 6"
1/2 page vertical	4" x 4"	.1875"	3.375" x 4"
1/3 page	4" x 2.625"	.1875"	3.375" x 2.625"
1/4 page	4" x 1.9375"	.1875"	3.375" x 1.9375"
1/5 page	4" x 1.5"	.1875"	3.375" x 1.5"
1/8 page	4" x .9375"	.1875"	3.375" x .9375"



### Print Ready Ad Specifications

For all **bleed ads**, include 3/16" (.1875") bleed **on all sides**.

For **2 page spread ads**, please keep all critical elements such as text, images, or logos 3/8" (.375") in from the gutter and 1/4" (.25") from the trim edge on either side of the page.

For **full page and all other bleed ads**, please keep all critical elements such as text, images, or logos at least 3/8" (.375") from the trim size.

### Preferred Ad File Format

- High resolution PDF

### Other Accepted Ad File Formats

- Illustrator EPS – all fonts converted to outlines
- Photoshop (resolution 300 DPI or higher, CMYK colour)

### Art Guide Format Ad

Participants can choose to have the Van Dop Production Team assemble their ad using the Art Guide Format. Send high resolution images, contact information and description to [production@art-bc.com](mailto:production@art-bc.com). Please review *Points to Remember* for appropriate image formats.

Sample Art Guide Format Ad:



#### Studio

111 Vancouver Ave, Penticton, BC V2V 1V3; 250.123.4321; [www.studio.com](http://www.studio.com)

Ugait wisl ilisl delis am quat velis acil eu facin endipissim veratin erostie feuis ad do conse tat. Equate ming ea consequisut nit niam inim at nons...

### Ad & Image Formats Not Accepted

- X Low resolution PDFs. Microsoft Publisher, Microsoft Word, Microsoft Excel, CorelDraw, PowerPoint, WordPerfect.
- X Any image saved as a GIF or PICT.
- X Film

### Accepted Media & Delivery of Files

- CD send to address above
- Email your files under 5 Megs as a single Zipped file attached to your email message to [production@art-bc.com](mailto:production@art-bc.com).
- FTP site available for larger files. Contact us for details.
- When sending your files **please include**:
  - contact name
  - what you are sending
  - what program it was created in
  - phone number
  - what format the file is in

### Points to Remember

- **Convert all fonts to outlines** (save as curves or outlines) or make sure all fonts are embedded.
- **Use TIFF, not EPS for photos.** JPEG is not always high quality. GIF and PICT files are not appropriate for print. Make sure any bitmap images you send have the appropriate DPI (dots per inch). At 100%, the graphic should be at least 266 DPI. (Anything pulled off your website will only be 72 DPI and will not print well.)
- **Your ad should not be created completely in a pixel/ bitmap based program like Photoshop.** Type and logos will not be sharp when printed.
- If your ad is colour, please note that we will **convert all SPOT, RGB, and INDEXED colours to CMYK.**
- If you are creating your ad on a MAC platform, please remember to **save your ad with the extensions** (e.g. yourad.eps)
- Please **include the name of your organization** in the name of your document.

### Display Ad Design Services

When ads cannot be supplied, complete graphic design services can be provided at the following costs. Production is extra, over and above ad space rates. **Rates include ad layout with logo, image(s) & up to 3 proofs.** Ads created by Electra Design Group.

Full page	3/4 page	1/2 page	1/3 page	1/4 page
\$320	\$260	\$195	\$165	\$135