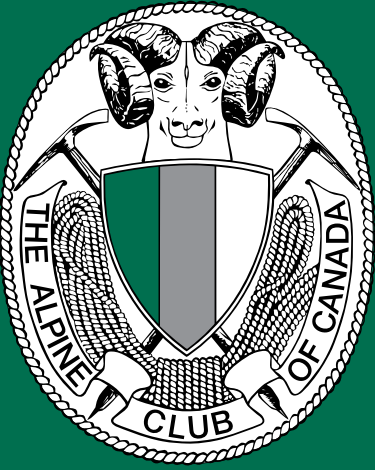


The Alpine Club of Canada

Ad Specifications Sheet



Gazette

Effective: January 2012

Graphic Specifications

- All advertising must be submitted as “camera-ready” digital format artwork.
- Ads must be prepared using CMYK values only.
- Advertising art should be prepared as placeable .eps .tif or .jpg files or as PDF/X-1a files.
- Images should be a minimum of 300 dpi at finished size and converted to CMYK.
- Fonts should be converted to outlines or curves in .eps format and embedded in PDFs.
- Name your file with your company name or product.
- Ad files may be submitted either on a CD, by e-mail (5 MB or less) to ads@AlpineClubofCanada.ca, or via our FTP site - please request FTP details if required.
- The Alpine Club of Canada will not assume any responsibility for advertising reproductions that do not conform to the mechanical specifications listed here.

Artwork submission deadlines

- February 1st for the Spring (March) issue
- June 1st for the Summer (July) issue
- October 1st for the Winter (November) issue

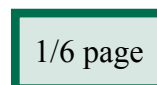
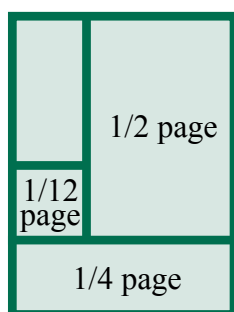
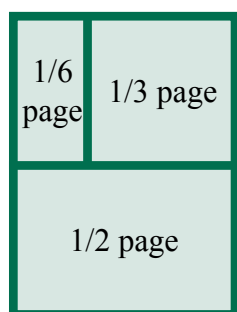
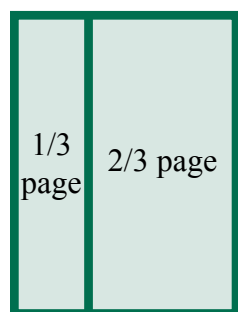
Creative Services

Rates for professional ad design and production are available by request.

Ad Sizes

	Width		Height
Back Cover*	8.38"	x	10.88" (final trim size)
Front / Back Inside Cover*	8.38"	x	10.88" (final trim size)
Full page*	8.38"	x	10.88" (final trim size)
2/3 page vertical	4.92"	x	9.93"
1/2 page vertical	4.92"	x	7.32"
1/2 page horizontal	7.5"	x	4.88"
1/3 page vertical	2.33"	x	9.93"
1/3 page horizontal	4.92"	x	4.88"
1/4 page banner	7.5"	x	2.44"
1/6 page vertical	2.33"	x	4.88"
1/6 page horizontal	4.92"	x	2.44"
1/12 page square	2.33"	x	2.44"

***Full bleed ads (full pages only):** Please add 0.125" bleed all the way around full page artwork and keep live images and type a minimum of 0.125" inside the final trim size. Please email for clarification if required.



Inquiries

All advertising technical inquiries and artwork submissions should be directed to:

Suzan Chamney,
Publications Manager
 The Alpine Club of Canada
 P.O. Box 8040
 Canmore, AB T1W 2T8
ads@alpineclubofcanada.ca