

Gazette



Alpine Club of Canada | Club Alpin du Canada

Effective: January 2017



AD SPECIFICATIONS SHEET

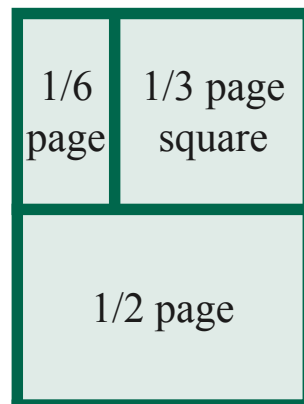
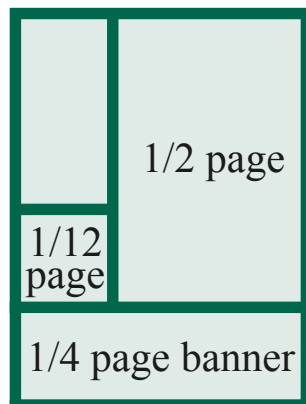
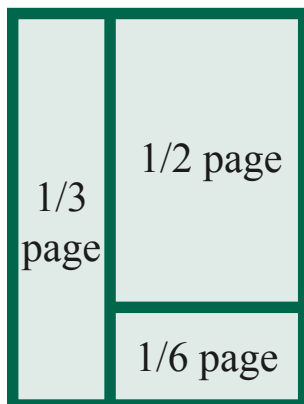
Graphic Specifications

- 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 by e-mail (10 MB or less) to ads@alpineclubofcanada.ca, Dropbox, 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.

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)
1/2 page horizontal - FULL BLEED*	8.38"	x	5.3" (final trim size)
1/2 page horizontal	7.5"	x	4.85"
1/2 page vertical	4.92"	x	7.4"
1/3 page vertical - FULL BLEED*	2.83"	x	10.88" (final trim size)
1/3 page vertical	2.33"	x	9.93"
1/3 page square	4.92"	x	4.85"
1/4 page banner	7.5"	x	2.3"
1/6 page vertical	2.33"	x	4.85"
1/6 page horizontal	4.92"	x	2.3"
1/12 page square	2.33"	x	2.3"

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



Creative Services

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

Artwork deadlines

Deadlines for submitting artwork for each issue are:

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

Inquiries

Please direct your advertising technical inquiries and artwork submissions to:

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