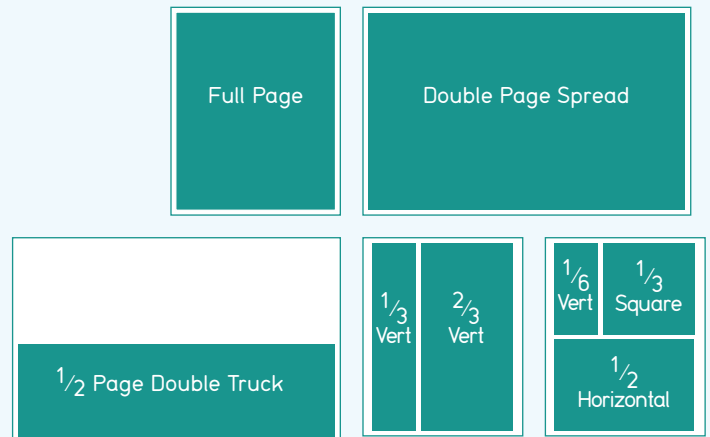


# PRODUCTION SPECIFICATIONS

## ad dimensions (inches)

ad dimensions (inches)	width		height
Full Page Bleed ad	8.75	x	10.75
Trim	8.25	x	10.25
Live Area	7.25	x	9.25
Double Page Spread with bleed	17	x	10.75
Trim	16.5	x	10.25
1/2 page Double Truck with bleed	17	x	5.25
Trim	16.5	x	5
Live area: Left Hand	7.75	x	4.5
Live area: Right Hand	7.75	x	4.75
2/3 Vertical	4.75	x	9.75
1/2 Horizontal	7.25	x	4.75
1/3 Square	4.75	x	4.75
1/3 Vertical	2.25	x	9.75
1/6 Vertical	2.25	x	4.75



Ads shown at 10% size

## production requirements

- All colours must be converted to CMYK.
- Minimum resolution of 300 dpi for all images and logos at 100%.
- Completed ad must be submitted as a press ready high resolution PDF.
- All ads, except full page ads, must have a defining border on all sides.
- All bleeds must extend 1/4" on each side – this ONLY applies to full page ads, double page spreads and 1/2 double page spreads. All other ads do not need bleed, but do require a 0.5 pt border.
- For full page ads please refer to the *Full Page Ad Guidelines*.
- All files' ink density levels (in image or graphic element) must not exceed 300%.

## recommended specifications

- We suggest the live area be 1/2" in from the trim size.
- We suggest designers use a "rich black" (except for text below 24 pt) of:  
**C 20 M 20 Y 20 K 100.**
- Colour accuracy cannot be guaranteed.

# full page ad guidelines

## live area (7.25 x 9.25)

The area of the page occupied by the ad's images and text must be within the boundaries of this area, except images which are intended to bleed off the page.

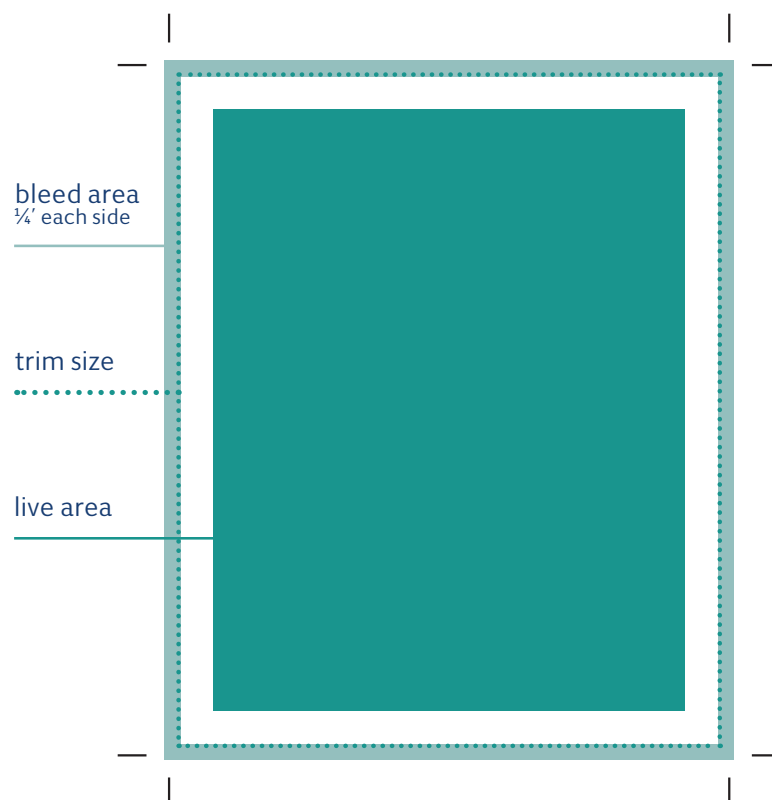
## trim size (8.25 x 10.25)

The actual physical size of the finished publication.

## bleed area (8.75 x 10.75)

The area used for ink to bleed off the edges of the page so that no white edges occur when the publication is cut to trim size.

Crop marks must be offset by 30 pt.



## up! web sizes

### Big Box 1 or 2

300 pixels x 250 pixels  
72 DPI, RGB, File size 40kb

### Leaderboard

728 pixels x 90 pixels  
72 DPI, RGB, File size 40kb

### Pop Up

300 pixels x 250 pixels

### Spotlight Listing

500 word blurb, up to 5  
images/logo (72 dpi),  
URL to external website

### Send Materials To:

ahendry@redpointmedia.ca

## advertising policies

JPEG, GIF (including animated GIFs) or Flash are acceptable file formats.

Third-party server accepted.

All campaigns begin at the first of the month.

All material due at least 7 days prior to posting date.

Software that monitors and sends information about computer usage to a remote computer or server without the knowledge or approval of the user (i.e. Spyware) is not permitted.

All ads should be 40Kb or less.

Animation should be 15 seconds or less.

Flash ads need to have URL links in the file.

No sound.

## Contact:

Andrea Hendry, Traffic Coordinator  
P: (403) 781-1782  
E: ahendry@redpointmedia.ca

Files under 5MB can be e-mailed.  
If over 5MB, please upload  
to the FTP site:

ftp.redpointmedia.ca  
User: upin  
Password: upin