

General Specifications and Information

Ad Requirements

We accept advertisements submitted digitally. We do not accept film. Please use the checklist to ensure that your files are formatted correctly.

Color Proofs: A color proof made from supplied files must be provided. Proof must be at 100% of the print size. If color lasers are provided, color match on press cannot be guaranteed.

Formats: High-resolution PDF (must include bleed).

Fonts: Postscript Type 1. No true type fonts. Fonts must include both screen and printer elements. Do not stylize fonts from program palette on a Mac. PC format must stylize through the palette.

Media: CD-ROM, Zip Disk and FTP (email Alison McNelis for arrangements).

Checklist:

- ✓ Files must have all high-resolution images: Images and half-tones – 300 dpi (at 100%); Line art – 600 dpi (at 100%).
- ✓ All RGB colors converted to CMYK.
- ✓ Spot/PMS colors converted to CMYK unless they should print as a spot/PMS color. Designate the name of the PMS (additional charge per PMS).
- ✓ File contains only one ad per file. Spread ads should be saved as one file.
- ✓ All elements submitted at 100%.
- ✓ All fonts as well as fonts used in graphics included.
- ✓ For application files, all elements, fonts, images, logos, etc. are included.
- ✓ Total ink density does not exceed 300%.
- ✓ Live area is held at 1/4" inch from final ad size.
- ✓ Document is provided that lists all fonts, files, and software used to create the ad.

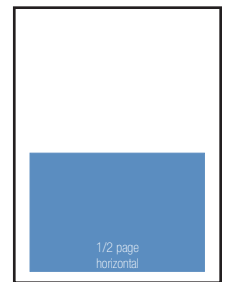
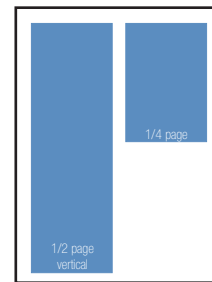
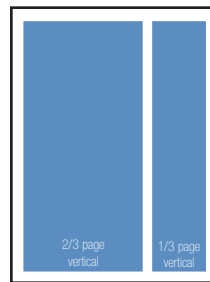
Disposition of Material: Ad material will be held one year from date of last insertion and then destroyed.

Advertising Policies

- All advertising is accepted subject to publisher's discretion. The publisher reserves the right to reject, discontinue, or omit any advertising in part or thereof. This right shall not be deemed to have been waived by acceptance or actual use on any advertising.
- Advertiser and advertising agency assume responsibility and liability for content (including text, illustrations, representatives, sketches, maps, trademarks, labels, or other copyrighted material) of advertisements printed and/or the unauthorized use of any name or photograph.
- No conditions, printed or otherwise, appearing on the advertising contract, billing instructions, or copy instructions that conflict with the publisher's stated policies will be binding on the publisher.
- All copy, artwork, and pictorial matter must be submitted by specified closing date, or late charges may be incurred.
- The publisher's liability for any error will not exceed the charge for the advertisement in question.
- Advertising is non-cancellable after the closing date. Cancellations must be received in writing 10 days prior to this date. An unfulfilled contract is subject to full billing.
- Cancellation of the advertising contract forfeits the right to position protection.
- A 15% discount allowed for a recognized agency on gross amounts over US \$500.00 per issue.
- Accounts are payable upon receipt of invoice.

Ad Sizes

	Non-Bleed	Bleed (4-color)
Full page	7" x 10"	8 3/8" x 11 1/8"
2/3 page - vertical	4 3/4" x 10"	
1/3 page - vertical	2 1/8" x 10"	
1/2 page - vertical	3 1/4" x 10"	
1/2 page - horizontal	7" x 4 3/4"	
1/4 page	3 1/4" x 4 3/4"	



Trim Sizes

8 1/8" x 10 7/8"

Earned Rates

Based upon accumulated space during a 12-month period. Upon request, parent company and subsidiaries are combined for accounting of earned rate.

Please send printing materials, insertion orders and contracts, to:

Jennifer Coates
Sales Coordinator
Tel: 905.522.7017 ext. 2291
Email: jcoates@bcdecker.com

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