

AD SIZES

<p>FULL PAGE (no bleed)</p> <p>9.5" w X 12.25" h (684pts X 882pts)</p>	<p>FULL PAGE (with bleed)</p> <p>10.75" w X 13.5" h (774pts X 972pts)</p>				
<p>HALF PAGE (Vertical)</p> <p>4.625" w X 12.25" h (333pts X 882pts)</p>	<p>HALF PAGE (Horizontal)</p> <p>9.5" w X 6" h (684pts X 432pts)</p>				
<p>QUARTER PAGE (Vertical)</p> <p>2.1875" w X 12.25" h (157.5pts X 882pts)</p>	<p>QUARTER PAGE (Square)</p> <p>4.625" w X 6" h (333pts X 432pts)</p>	<p>EIGHTH PAGE (Vertical)</p> <p>2.1875" w X 6" h (157.5pts X 432pts)</p>			
	<p>EIGHTH PAGE (Horizontal)</p> <p>4.625" w X 2.875" h (333pts X 207pts)</p>	<p>MARKETPLACE (Horizontal)</p> <p>3" w X 2" h (216pts X 144pts)</p>			
<p>SPECIAL AD SIZES – Across the Centre Margin</p> <table border="1"> <tr> <td style="text-align: center;"> <p>Full Bleed DPS 21.25" w X 13.5" h (1530pts X 972pts)</p> </td> <td style="text-align: center;"> <p>1/2pg DPS 20" w X 6" h (1440pts X 432pts)</p> </td> <td style="text-align: center;"> <p>1/2pg Horizontal across centre margin 10.25" w X 6" h (738pts X 432pts)</p> </td> </tr> </table>			<p>Full Bleed DPS 21.25" w X 13.5" h (1530pts X 972pts)</p>	<p>1/2pg DPS 20" w X 6" h (1440pts X 432pts)</p>	<p>1/2pg Horizontal across centre margin 10.25" w X 6" h (738pts X 432pts)</p>
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ADVERTISING SPECS

FTP SITE

We offer an FTP site for posting advertisements for reproduction in *On The Bay Magazine*.

Server: ftp.onthebaymagazine.com **Browser:** (such as Firefox)
ftp://onthebaymagazine.com

Username: onthebaymagazine.1
Password: 1e28d

DELIVERY

Please supply advertising files via FTP (see above) or E-mail to:

Alice Gaynor, Production Manager

Tel: 705-444-9192 x26 **Toll-free:** 1-888-282-2014

E-mail: agaynor@onthebaymagazine.com

IMAGE & FILE REQUIREMENTS

- Please supply completed ads as a **High Resolution PDF**.
- **QuarkXpress/Microsoft Word documents are not accepted.**
- Please **convert all ads to CMYK**. PANTONE© SPOT Colours or RGB are not accepted. Colours will be converted to CMYK. We are not responsible for any colour discrepancies due to this conversion.
- Additional costs will be incurred if PDFs are not the correct image size.
- Please supply images in high resolution as a TIFF or EPS. Scans from printed materials need to be descreened when scanned to reproduce properly.
- CMYK and greyscale images require a resolution of at least 300 dpi at 100% size.
- Photoshop CMYK settings: ink colours – coated paper; dot gain – 20%; black ink limit – 100%; total ink limit – 300%.

FONT REQUIREMENTS

When possible, **convert all fonts to outline**. Otherwise, please ensure that all necessary fonts are supplied. *On The Bay Magazine* will not be responsible for advertisements/images that do not meet our requirements.

PAYMENT TERMS

All ads must be paid in full as of the date of publication • Ask us about early payment discounts • Failure to submit material by deadline dates provided will result in a full charge for space booked • Rates include a listing in the Reader Service Buying Guide and a direct link on the *On The Bay* website • A fee will be charged to offset the cancellation of a 3x or 5x run of the advertising order.

TO ADVERTISE CONTACT:

CHERYL ARMSTRONG Western Sales Manager
E-mail: carmstrong@onthebaymagazine.com

SHAUNA BURKE Eastern Sales Manager
E-mail: sburke@onthebaymagazine.com

Tel: 705-444-9192 • **Fax:** 705-444-5658