

## TO ADVERTISE CONTACT

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Scan to get more information.  
**Ask us how to add a QR Code to your advertisement.**

## ADVERTISING SPECS

### AD 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 or RGB colours will be converted to CMYK. We are not responsible for any colour discrepancies due to this conversion.
- **Crop Marks** are only accepted on full page ads.
- Photoshop CMYK settings: ink colours – coated paper; dot gain – 20%; black ink limit – 100%; total ink limit – 300%.

### SUBMITTING IMAGES FOR ADS

- Please supply images as TIFF or JPG format, in high resolution – 300 dpi at 100% size.
- EPS (Vector) files are required for Logos.
- Scans from printed materials need to be descreened when scanned to reproduce properly.

### 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.

### DELIVERY

Please supply advertising files via FTP or E-mail to:  
**Cindy Caines, Production Manager**  
**Tel:** 705-444-9192 **Toll-free:** 1-888-282-2014  
**E-mail:** ads@onthebaymagazine.com

### FTP SITE

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

**FTP Server:** www.surfaced.ca  
**Browser:** (such as Firefox) ftp://surfaced.ca  
**Username:** otbad  
**Password:** 1otbad!

### 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
- A fee will be charged to offset the cancellation of a cancellation of a 2x, 3x or 4x buy.

## Ad Sizes

