

HOW TO ADVERTISE

Layout and Electronic Submission Guidelines

Full Page

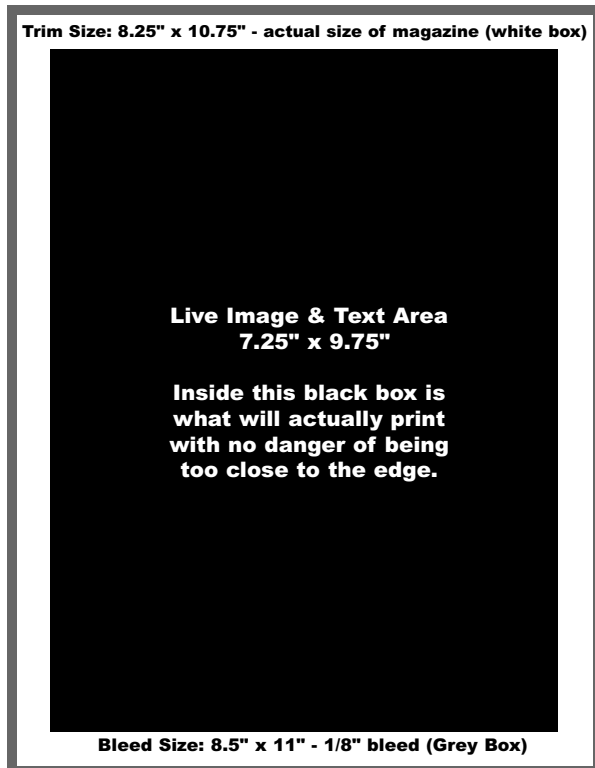
TRIM SIZE 8.25 x 10.75
LIVE IMAGE 7.25 x 9.75
BLEED SIZE 8.5 x 11

Half Page

SIZE 7.25 x 4.75

Quarter Page

SIZE 3.5 x 4.75



scanned image from a photocopy of the original or any digital reproduction. Save B/W scans as Grayscale and Color scans as CMYK jpeg/tiff/eps. All Color scans and graphic elements are to be saved as CMYK - not RGB. Do not save images as bitmap files. Artwork of logos should be sent as B/W slicks or in Illustrator eps form. Art work and logo on colored backgrounds are not acceptable. If you send actual photos for us to scan, please send glossy finish and at least 4" X 6" size for best reproduction quality.

If you have any questions regarding submitting materials for advertising, please contact the Creative Director for further instructions and information. Please submit your material on time. If submitted files do not meet our publishing specifications, you will be notified to change and correct them or they will not be published.

If you are concerned about meeting the above specifications, you may send in your ad material and request that the Canadian Dog Digest do the design work according to your personal specifications.

PLEASE NOTE:

Photos of dogs in which the animal's conformation has been electronically or otherwise manipulated will not be accepted.

APPLICATIONS ACCEPTED

Adobe PDF - all fonts embedded
Adobe Illustrator 10
Adobe PhotoShop - jpeg/tiff at 300 dpi
Adobe PageMaker, Macromedia Freehand or Corel Draw - these files must be saved as eps files with fonts saved as curves.
PhotoShop eps, tiff or jpeg files, flattened - no layers please
Quark Xpress 5 - include all graphics, photos and fonts
Mac Platform preferred.

MEDIA & TRANSFER METHODS

FOR FILES

CD-ROM Discs Only
E-mail - Text, Ads and Photos
You may submit text within email body or as a Microsoft Word doc.
Photos and finished ad can be attached if not larger than 20 MB.
Please insure that all emailed material pertaining to your ad is referenced by your last name.

FONTS

Include all fonts with files

IMAGES / FILES

Scan resolution is 300 dpi. We do not recommend and cannot guarantee the quality of images from a web site, digital camera,

ADVERTISERS' COPIES:

Please include your address and contact information (phone and/or email) with your ad, so that we will have accurate and current information for your account

PAYMENT

Checks, VISA, or MasterCard are accepted. Foreign payments must be made via credit card or international money order in Canadian dollars payable to a Canadian bank. Remember to include complete card number, expiration date and cardholders full name as it appears on the card. Payment should accompany all ads. Rates are subject to change without notice.

Creative Director

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Dog Digest CANADIAN