

Mechanical Requirements

AD SIZES (INCHES):	Full page (trim)	8.125 x 10.75			
	Full page	7.125 x 9.75			
	2/3 page vertical	4.75 x 9.75			
	1/2 page vertical	3.5 x 9.75	horizontal	7.125 x 4.75	
	1/3 page square	4.75 x 4.75	column	2.25 x 9.75	
	1/6 vertical	2.25 x 4.75			

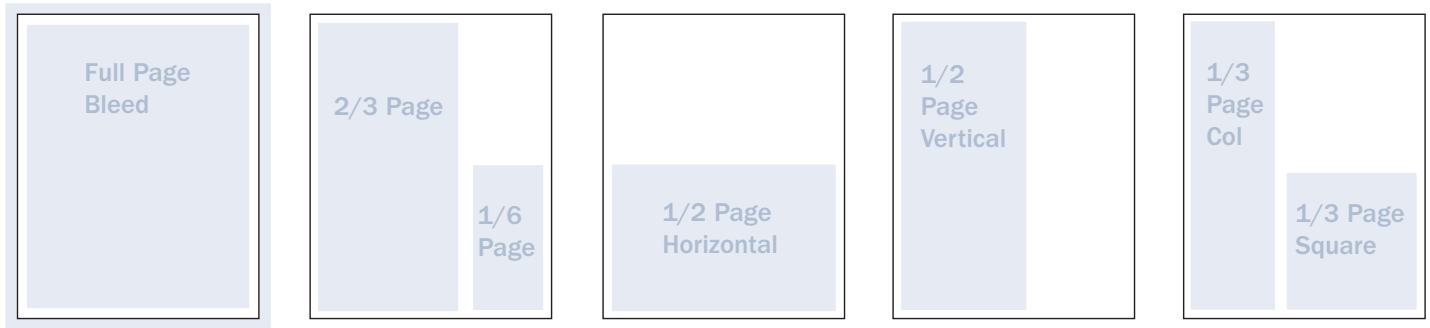
(For bleed ads build your ad to trim size and extend images 0.25 beyond the edge of the document on all sides.)

ELECTRONIC FILES: IMPACT is created on a Macintosh computer using Adobe Creative Suite CS3. Macintosh format is required for all electronic files supplied by the client (or generic file formats that may be imported into InDesign). Ad files may be supplied digitally on CD, FTP or by e-mail to advertising@impactmagazine.ca. Hard copy must accompany all ads supplied on disk. Colour cannot be guaranteed on ads supplied without a colour match print. All images must be a minimum resolution of 300 dpi (dots per inch) and saved as TIFF, JPEG or PDF files. Images must be supplied in CMYK format. Compressed files must be ZIP or SIT format. Maximum size of e-mailed files is 10 MB. Larger files can be supplied on disk or via our ftp site at ftp.teldon.com, username: impact, password: mag08.

Ads needing changes should come with all supporting graphics files, required screen and printer fonts, and be accompanied by a laser output of the ad. Preferred format is one file that is PDF, TIFF or outlined EPS.

All special photography, scanning, close cropping, retouching, illustrations, typesetting and design will incur production charges. Final proofing is the responsibility of the advertiser.

Ad Sizes



* Bleed ads should be built to trim size and images extended 0.25' on all edges.

WORKOUT

AGELESS TIMELESS STRENGTH

BY MICHELENE COLE FOR HENNINGSEN PHOTOGRAPHY BY JAY HANDEL

IT'S BEEN 20 years since Rich Heaseth ran the Boston Marathon. Since then he has transcended time a world-class triathlete in the fitness trainer for the Calgary Flames with a reputation for turning out some of the fittest players in the NHL.

Having the use of a variety of Heaseth's quality over all his. We asked for pictures that Rich had found to read the best of his, made of his own and some a real-world location. Here's what we got:

BURPEE BURST
Bench Press lying on a flat bench is one of the most common exercises that strength athletes do. It's called a burpee for some reason. The combination of a burpee and a bench press will help you strengthen the muscles of your upper body as well as your core.

PLANK
A staple for athletes, the plank is a simple but effective exercise. There's a reason for this: it's one of the best exercises for building core strength and stability. It's also a great exercise for improving your posture and reducing your risk of injury.

TRICEPS TRICEPS
Triceps are the muscles on the back of your upper arm. They're responsible for extending your arm at the elbow. They're also one of the strongest muscles in your body. Triceps are important for many sports, including football, basketball, and baseball.

TRICEPS TRICEPS
Triceps are the muscles on the back of your upper arm. They're responsible for extending your arm at the elbow. They're also one of the strongest muscles in your body. Triceps are important for many sports, including football, basketball, and baseball.



Fitness | Sport | Performance

CALGARY
2007 - 2 St. S.W.
Calgary, Alberta T2S 1S4
Ph: 403.228.0605
Fx: 403.228.0627

VANCOUVER
128 - 350 East 2nd Ave.
Vancouver, B.C. V5T 4R8
Ph: 604.642.0017
Fx: 604.642.0026

advertising@impactmagazine.ca
www.impactmagazine.ca