

Mechanical Requirements

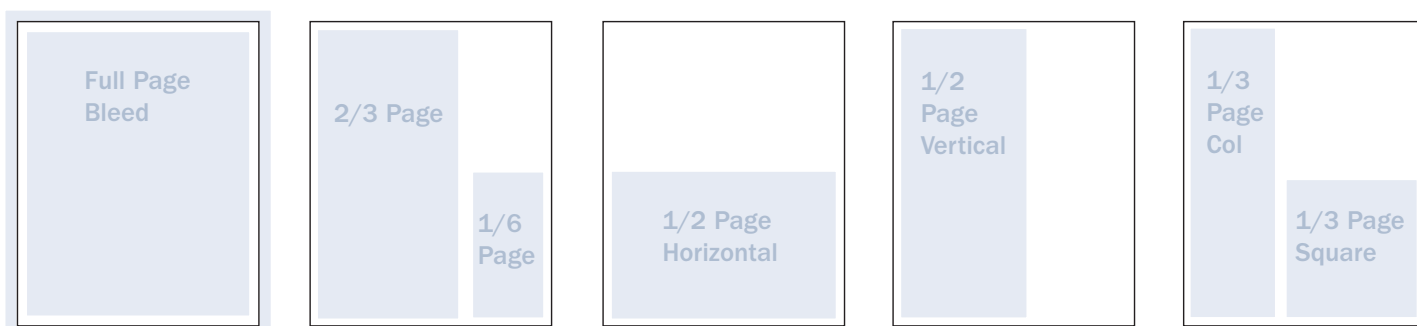
AD SIZES (INCHES):	Full page (trim)	8.125	x	10.75				
	Full page	7.5	x	9.75				
	2/3 page vertical	4.75	x	9.75				
	1/2 page vertical	3.5	x	9.75	horizontal	7.125	x	4.75
	1/3 page square	4.75	x	4.75	column	2.25	x	9.75
	1/6 vertical	2.25	x	4.75				

(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 CS2. 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. Floppy, SyQuest Jaz, and Zip disks will not be accepted. Hard copy must accompany all ads supplied on disk. Colour cannot be guaranteed on ads supplied without a colour match print. Scanned images should be a minimum resolution of 300 dpi (dots per inch) with a line screen of 150 lpi (lines per inch), and saved as Photoshop, TIFF, EPS or press-optimized PDF files (not JPEG). Colour images must be supplied in CMYK format. Compressed files must be expandable using Stuffit Expander or supplied as self-extracting archives (sit). Maximum size of e-mailed files is 10 MB. Larger files can be supplied on disk or via ftp site (ask your rep for our ftp information).

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. Should you have any questions about these specs please contact your ad rep.

Ad Sizes



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

Ad Charges:

All design will be billed separately from the cost of your ad. Advertisers must supply photos, logos and copy. Stock photography is available for an additional fee of \$85.00 per image. All special photography, scanning, close cropping, retouching, illustrations, typesetting and design will incur production charges. Final proofing is the responsibility of the advertiser.



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