

SUBMISSION INFORMATION

All digital files must be submitted to:

Rachel Hershfield
Folio Creations
E-mail: rachelh@eastlink.ca

DIGITAL FILES SUBMISSION DEADLINE

The 15th of the month preceding the relevant issue month.

BOOKING DEADLINE

The 1st of the month preceding issue month

PRODUCTION INFORMATION

Newsletter: saddle-stitched. 32 pages + cover. Trim size: 8.25" x 10.75"

PUBLICATION SCHEDULE

10 issues annually (January – June, September – December)

ADVERTISEMENT SPECIFICATIONS

1. Advertisements must be submitted in **the following digital format (no exceptions)**:
 - i. **High Resolution PDF files**, with all the fonts embedded.
Please make sure the PDF is saved for pre-press, 300 dpi.

Please note that this is the only digital format acceptable for advertisement files.
2. **Four colour advertisements are CMYK process.** No spot colours.
3. If photos are used in 4-colour advertisements, **they must be scanned at 300 dpi.**
4. All advertisements, except full-page advertisements, **must have a defining border on all sides.**
5. For full-page advertisements with a full bleed, **bleeds must extend 1/8" on each side.**
6. Ink density levels (in image or graphic element) must not exceed 320%.
7. Miscellaneous mechanical requirements:
 - i. For best results, **prepare the advertisement files in either InDesign or Illustrator.**
 - ii. **Do not use LZW Compression** when saving images.
 - iii. **No extra channels in Photoshop files.**
 - iv. **Do not create and save any text in Photoshop**, as this rasterizes the text and it does not print with crisp, clear lines. All text should be vector and either be created in InDesign or Illustrator.
 - v. **Only Postscript Type 1 fonts and OpenType fonts will be accepted.** Please do not use TrueType fonts.
 - vi. Do not prepare any files using Microsoft Word or Powerpoint.
8. **Delivery:** Preferred delivery of file(s) is an e-mail attachment. If the file(s) are over 10Mb, uploading via online file-sharing is available:

Online File Sharing:
<http://wikisend.com>

Follow the onscreen instructions to upload your file. Once you upload your file, you will be provided with a web link where the file can be downloaded. Copy and paste this link and send Folio Creations an email (rachelh@eastlink.ca) with the link.
9. Additional charges may apply for final artwork, modifications to existing artwork, photography, special typesetting.

THE NEGOTIATOR

ADVERTISING DETAILS

ADVERTISING LAYOUTS

SPACE SIZE (INCHES)		WIDTH	DEPTH
Full Page	Inset	7.25	9.75
	Bleed	8.50	11.125
1/2 Page	Horizontal	7.25	4.75
	Vertical	3.50	9.75
1/4 Page	Island	3.50	4.75
	Horizontal	7.25	2.25

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ADVERTISEMENT COLOURS
Colour: CMYK Process. No spot colours

ADDITIONAL INFORMATION
Please read the Advertising Guidelines PDF



Full Bleed



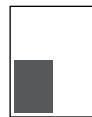
Full Inset



1/2 Horizontal



1/2 Vertical



1/4 Island



1/4 Horizontal

RATE CARD

	ANNUAL 10 ISSUES FULL COLOUR	1/2 CYCLE 5 ISSUES FULL COLOUR
Back Cover	\$1200/issue	N/A
Inside Front Cover	\$1150/issue	N/A
Inside Back Cover	\$1150/issue	N/A
Full Page	\$1000/issue	N/A
1/2 Page	\$525/issue	\$525/issue
1/4 Page	\$400/issue	N/A

Ad rates effective as at September 1, 2012.

All prices are quoted per issue, are in Canadian Dollars and are exclusive of G.S.T.

1/2 cycle runs alternating months for 1 year. (Cycle 1: September, November, January, March, May. Cycle 2: October, December, February, April, June)

THE CANADIAN ASSOCIATION OF PETROLEUM LANDMEN

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