

# the negotiator

## ADVERTISING GUIDELINES

### 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

High resolution digital PDF file. Page 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. If photos are used in advertisements, **they must be scanned at 300 dpi.**
3. All advertisements, except full-page advertisements, **must have a defining border on all sides.**
4. 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.

5. **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.

6. Additional charges may apply for final artwork, modifications to existing artwork, photography, special typesetting.



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## ADVERTISING DETAILS

### ADVERTISING LAYOUTS

SPACE SIZE (INCHES)		WIDTH	DEPTH
Full Page	Inset	7.25	9.75
	Bleed	8.25	10.75
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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**ADDITIONAL INFORMATION**  
Please read the Advertising Guidelines PDF



Full Bleed



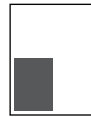
Full Inset



1/2 Horizontal



1/2 Vertical



1/4 Island



1/4 Horizontal

### RATE CARD

	<b>ANNUAL 10 ISSUES FULL COLOUR</b>	<b>1/2 CYCLE 5 ISSUES FULL COLOUR</b>
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)



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