

CO-OP PRINT ADS

Co-op ads are a great way for advertisers to share in the cost of a full page, colour ad that advertises both their community and their individual business.

Here's how they work:

- 1) Each advertiser shares the cost of the page equally (as per our rate card).
The cost of the ads are determined by two things – the size of the entire co-op ad and the number of advertisers participating, both of which could change/fluctuate from issue to issue.
- 2) Each advertiser must supply a press ready PDF file, to the size required for their particular co-op ad (or see below). The background image of the page and the ad size is determined by City Palate. Ads that need re-sizing because of more or fewer participants on the page is covered by City Palate. Any changes by the client to the original ad submission is charged as below.

Clients needing assistance in designing an ad for the page, and/or having an existing ad re-worked, may use our City Palate co-op ad designer, Sue Impey.

Rates for co-op ad design work are as follows:

- 1) Ads designed from scratch, with no existing ad campaign in place, no digital logos, no photos and / or no copy: *Minimum charge: \$75, usually not exceeding \$200 - depending on design time/client proofs/changes, etc.*
- 2) Ads designed with an existing ad campaign in place, including access to high res digital logo files, photos, copy, etc., and / or re-sizing of an existing ad: *Design time is charged out at \$75 per hour, in 15 minute increments (minimum charge \$20)*
- 3) Logo creation and/or stock photo purchases are extra.

PRINT AD REQUIREMENTS

City Palate is produced in InDesign, Mac platform.

All colours must be converted to CMYK.

Minimum 300 dpi (ppi) for digital images and logos @ 100%.

Maximum ink density: 300% (Total% of C+M+Y+K)

Minimum screen density: 10%

All ads (except full page ads) require a defining border on all sides.

All ads must be supplied to size with **no crop marks**.

All ads must be submitted as a press ready, high resolution PDF. PDFX/1a files are preferred.

100% colour accuracy cannot be guaranteed.

City Palate is printed on uncoated book stock, on a web press.

These tips may be helpful:

- *Book stock is not "white", and is uncoated and porous – ads will look a bit darker and softer compared to ads printed on a coated sheet. A 20% dot gain can be expected. We recommend increasing the brightness and contrast of digital images for the best results.*
- *For large, black background areas, we suggest using rich black: 20%C, 20%M, 0%Y, 100%K.*
- *The web press is less likely to keep perfect register throughout the run. We recommend a bold type face for type that is knocked out of a colour background. For fonts less than 8 pt., we recommend using 100% black type on a light background. Always use vector type.*

PRINT AD FILE SUBMISSION

Email ad files less than 8MB directly to your City Palate sales rep.

For ad files larger than 8MB, please upload the file to our FTP site:

Host: ftp.centralweb.ca; User: cpads; Password: cpads

(Upon completion of an FTP upload, please email your rep a low res PDF or JPEG proof and inform them of the upload.

2016 DEADLINES

CITY PALATE ISSUE	JAN FEB 2016	MAR APR 2016	MAY JUNE 2016	JULY AUG 2016	SEPT OCT 2016	NOV DEC 2016	JAN FEB 2017
FINAL AD CONFIRMATION	November 23	January 25	March 21	May 23	July 25	September 26	November 28
AD SUBMISSION DEADLINE	November 30	February 1	March 28	May 30	August 2	October 3	December 5
STOCKPOT DEADLINE	November 30	February 1	March 28	May 30	August 2	October 3	December 5
ON NEWSSTANDS	December 23/15	February 25	April 21	June 23	August 25	October 27	December 29/16