

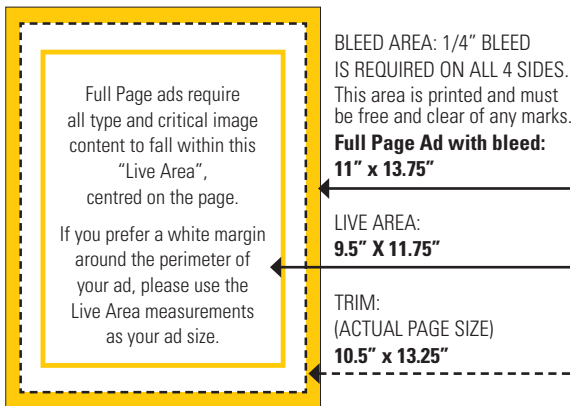
city palate

CITYPALATE.CA

AD SIZES W X H

	1/12 Vertical	2.187" X 3.75"
	1/8 Vertical	2.187" X 5.75"
	1/8 Horizontal	4.625" X 2.75"
	1/6 Vertical	2.187" X 7.75"
	1/6 Horizontal	4.625" X 3.75"
	1/4 Vertical	2.187" X 11.75"
	1/4 Square	4.625" X 5.75"
	1/3 Vertical	4.625" X 7.75"
	1/2 Vertical	4.625" X 11.75"
	1/2 Horizontal	9.5" X 5.75"
	3/4 Vertical	7.062" X 11.75"
	Full Page Ads	10.5" X 13.25" (Trim Size only)

Please follow specs below:



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 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