

2010 co-op ad rate sheet

Co-op ads are a great way for advertising clients 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 sheet).
That cost is determined by how many individual ads are on the page.
- 2) All advertisers pay a production fee of \$65 per issue.
Each advertiser must supply a press ready PDF file, to the exact 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 less 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 resizing 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.

2010 deadlines

ISSUE	JAN/FEB/10	MAR/APR	MAY/JUNE	JULY/AUG	SEPT/OCT	NOV/DEC	JAN/FEB/11
AD SPACE	NOV 30	JAN 25	MAR 29	MAY 31	JULY 26	SEPT 27	NOV 29
AD SUBMISSION	DEC 8	FEB 2	APR 6	JUNE 8	AUG 3	OCT 5	DEC 7
STANDS	DEC 31/09	FEB 25	APR 29	JULY 1	AUG 26	OCT 28	DEC 30/10

City Palate ad material requirements

(For clients creating their own ad)

■ production specs:

City Palate is printed on newsprint on the WEB (Goss) press. Up to a 20% dot gain can be expected.

Line Screen: 110 lpi.

Minimum screen density: 10%.

Ink colour limit: 265%.

Scans: minimum 250 dpi. CMYK / grayscale.
(Do not use LZW compression on images.)

Please convert all Pantone or spot colours to CMYK.

Otherwise, Pantone and spot colours are mechanically converted to CMYK at prepress, and cannot be guaranteed for colour accuracy.

We do not recommend font sizes less than 8 pt. when reversing out of a colour background.

■ ad file formats:

City Palate is produced in InDesign, MAC platform.

PDF/X 1a files are preferred: Do not use compression.

If necessary, ads may also be supplied in:

- InDesign (include support files and fonts).
- Adobe Illustrator (convert fonts to outline).
- TIFF files (CMYK) or JPEG files (CMYK), 300 dpi @ 100%.

Important – for designers using Quark Xpress:

Save your ad as a postscript file, run it through Distiller and save as a PDF/X 1a. Do not use "export to pdf" from the file menu. (this is not compatible with prepress RIP).

- Word, Publisher or Pagemaker files are **NOT** accepted.

Ads not conforming to the specs outlined above will incur extra charges.

Please submit ad files directly to your sales rep.