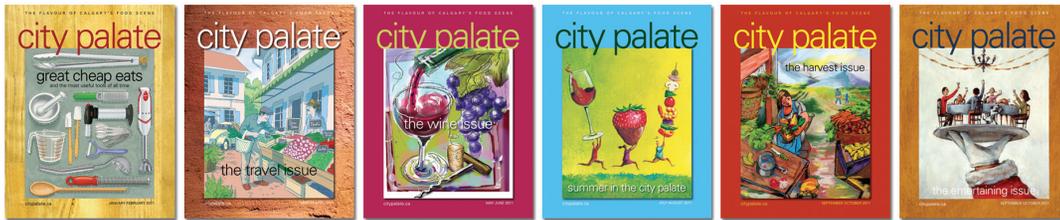


city palate

THE FLAVOUR OF CALGARY'S FOOD SCENE

CO-OP PRINT ADS

722 – 11th AVENUE SW CALGARY T2R 0E4 ■ PHONE 403-232-6767 ■ FAX 403-262-3322 ■ CITYPALATE.CA



co-op print ads 2012

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) 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 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.

2012 deadlines

ISSUE	JAN/FEB/12	MAR/APR	MAY/JUNE	JULY/AUG	SEPT/OCT	NOV/DEC	JAN/FEB/13
AD BOOKING	NOV 28	JAN 30	MAR 26	MAY 28	JULY 30	OCT 1	NOV 26
AD SUBMISSION	DEC 6	FEB 7	APR 3	JUNE 5	AUG 7	OCT 9	DEC 4
STOCKPOT	DEC 8	FEB 9	APR 5	JUNE 7	AUG 9	OCT 11	DEC 6
ON STANDS	DEC 29	MAR 1	APR 26	JUNE 28	AUG 30	NOV 1	DEC 27

ad specs for clients supplying their own co-op ad:

City Palate is produced in InDesign, Mac platform.

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

City Palate is printed on newsprint on a web press.

Up to a 20% dot gain can be expected.

Line screen: 150 lpi

Maximum ink density: 265%

Minimum screen density: 10%

Minimum 300 dpi for digital images @ 100%.

CMYK / grayscale

Do not use LZW compression.

Convert all colours to CMYK.

All ads require a defining border on all sides.

For designers not familiar with newsprint and the web press, these tips may be helpful:

Newsprint is not "white", and is uncoated so it's very porous – ads will look a bit darker and softer compared to ads printed on a coated sheet, on an offset press. Increasing the brightness and contrast of digital images is recommended, especially in the midtones. A 20% dot gain can be expected on newsprint; please adjust your images to accommodate that possible increase.

The web press is less likely to keep perfect register throughout the run, so type that is knocked out of a colour background is more likely to have colour bleed. For fonts less than 8 pt., we recommend using 100% black type on a light background. Always use vector type – the pixelated edge of Photoshop type can look blurry.

An ad that is designed and proofed only on a computer screen will have a disappointing result, as the printed piece will never have the brilliance and luminosity of a monitor. Likewise, using Pantone colours can be deceiving. Pantone inks often contain white, which look great on the monitor, but do not convert well to CMYK on the press. Please ensure all ads have been proofed from a printed hard copy, and ensure all Pantone colours are converted to CMYK.