

## DIMENSIONS (width by height)

### DISPLAY AD SIZES

Full Page
Double Page Spread
2/3 Page Vertical
1/2 Page Island
1/2 Page Horizontal
1/3 Page Square
1/3 Page Vertical
1/4 Page Banner, CME
1/6 Page Vertical
Marketplace

### NON-BLEED AD

Non-Bleed
7" x 10"
15-1/4" x 10"
4-5/8" x 9-3/4"
4-5/8" x 7-1/4"
7" x 4-3/4"
4-5/8" x 4-7/8"
2-1/4" x 9-3/4"
7" x 2-3/8"
2-1/4" x 4-7/8"
3-1/4" x 2"

### BLEED AD

Trim	Bleed	Live Area
8-1/4" x 10-3/4"	8-3/4" x 11-1/4"	7-3/4" x 10-1/4"
16-1/2" x 10-3/4"	17" x 11-1/4"	16" x 10-1/4"
5-1/4" x 10-3/4"	5-3/4" x 11-1/4"	4-3/4" x 10-1/4"
n/a	n/a	n/a
8-1/4" x 5-3/8"	8-3/4" x 5-7/8"	7-3/4" x 4-7/8"
n/a	n/a	n/a
2-3/4" x 10-3/4"	3-1/4" x 11-1/4"	2-1/4" x 10-1/4"
n/a	n/a	n/a
n/a	n/a	n/a
n/a	n/a	n/a

ISSUE (2019)	MATERIAL DUE DATE
Jan/Feb 2020	Dec 6/2019
Mar/Apr 2020	Jan 31/2020
May/June 2020	Apr 3/2020
Jul/Aug 2020	Jun 5/2020
Sep/Oct 2020	Aug 9/2020
Nov/Dec 2020	Oct 16/2020

### EMPLOYMENT AD SIZES

Full Page
1/2 Page Horizontal
1/2 Page Vertical
1/4 Page Square

### NON-BLEED AD

Non-Bleed
7" x 10"
7" x 4-3/4"
3-3/8" x 9-1/2"
3-3/8" x 4-3/4"

### NEED HELP DESIGNING YOUR AD?

We can help design your ad or make revisions to your existing one. For quotes, please contact your account rep.

## Advertising InPrint

716 - 938 Howe Street,  
Vancouver, BC V6Z 1N9

T: 604.681.1811

F: 604.681.0456

E: [admaterial@advertisinginprint.com](mailto:admaterial@advertisinginprint.com)

Please submit your print-ready high-resolution ad file before NOON of due date listed above.

NOTE: For new ad(s) to be designed by Advertising In Print, due dates for ad components and final ad approval will be advised.

Magazine Trim Size 8-1/4" x 10-3/4" Binding Saddle-stitched Halftone screen 150 Line screen 200 Printed heatset web offset on 50lb, gloss.

## PREPARING YOUR AD FILE FOR PRINT

Please follow the guidelines below when creating your ad

### SIZE & BLEED:

**Non-Bleed Ad:** Must be supplied with a border all around the ad.

**Bleed Ad:** Build ad to trim size plus 1/4" bleed allowance beyond trim on all sides. Trim allowance will be trimmed off allowing the ad to run to the edge of the magazine. Keep all important contents (texts/logos) within the live area (1/4" away from the trim edge). Please supply file with crop marks at trim size. **See Bleed Ad Guides for assistance.**

### IMAGE RESOLUTION:

- » Resolution of images should be 300 ppi or higher for good print quality.
- » Low resolution images will result in blurry and pixelated images.

### COLOUR MODE & COLOUR SPACE:

- » **Colour Ad:** All images, graphics and texts must be in CMYK only. Convert all RGB (for web use only) or spot/pantone (PMS) colours to CMYK.

### ACCEPTABLE FILE FORMATS:

- » High resolution PDF with crop marks and all fonts embedded/outlined.

### TIP

When exporting/saving to PDF, select the **Adobe PDF Preset [PDF/X-1a:2001]**. It prepares the file to commercial print standards.

### E-PROOFS:

Our production department will check your ad and provide an e-proof if there are no issues. Please verify that the ad is the correct file for print and no content is missing. Please reply to your account rep to confirm file is ok.

### PRODUCTION CHARGES:

If the Advertising Material supplied does not conform to criteria listed above, the Advertiser may incur production charges over and above advertising space rates. Any such charges will be advised and billed by *Just For Canadian Dentists*.

## PRINT READY FILE CHECKLIST

- Correct Ad Size
- Images are High Resolution
- Correct Colour Mode
- File Saved in Acceptable File Format

## FILE SUBMISSION

### 1 IF YOUR FILE IS 7MB OR SMALLER, EMAIL TO:

[admaterial@advertisinginprint.com](mailto:admaterial@advertisinginprint.com)  
and your account rep.

### 2 IF YOUR FILE IS LARGER THAN 7MB:

» Upload to our Uplink URL at [spaces.httail.com/uplink/AdvertisingInPrint](https://spaces.httail.com/uplink/AdvertisingInPrint)

» Or upload to your FTP site & email us the details to collect

Please submit your finished ad before NOON of due date listed above.