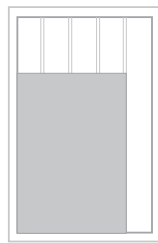
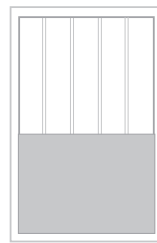




FULL PAGE
10.75" x 15"
+ 0.25" bleed
Image area
9.625 x 14"



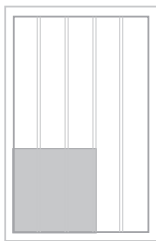
MAGAZINE PAGE
7.66" x 10"



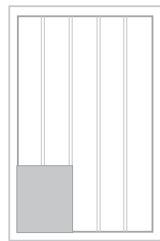
1/2 PAGE
9.625" x 7"



1/4 PAGE HORIZONTAL
9.625" x 3.5"



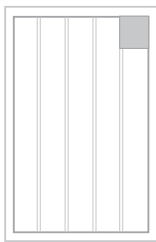
1/4 PAGE SQUARE
5.7" x 5.75"



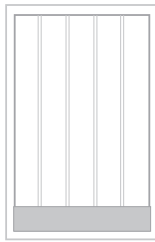
1/8 PAGE
3.75" x 4.5"



BUSINESS CARD
3.75" x 2"



FRONT PAGE EARLUG
1.8" x 2"



FRONT PAGE FOOTERSTRIP
9.75" x 1.75"



WRAP OUTSIDE FRONT
7.25" x 12.7"
+ 0.5" bleed
Image area:
6.75" x 12.2"

PRINT REQUIREMENTS:

- PDF/X-1a files are preferred (2400 dpi - 150 line screen, all fonts embedded, CMYK and no spot colours). Acceptable formats include: InDesign, Adobe Illustrator, Adobe Photoshop.
- Illustrator and Photoshop files must be saved as .EPS or .TIFF files at 300 dpi with all images embedded and fonts as outlines.
- Please ensure the full page ad has bleed and crop marks.
- Process colour ads must be supplied with a high-resolution, full-colour, contract quality proof to ensure proper colour reproduction.

PUBLISHER'S CONDITIONS:

- Advertising material is subject to approval by the publisher. Cancellations and space changes are not accepted after the closing date. If "new" artwork is not received by the materials deadline, a repeat of your most recent creative will be used.
- Applicable taxes will be added to all rates.

WEB AND NEWSWIRE REQUIREMENTS:

IMAGE TYPE: GIF, JPG, Animated GIF*: Single to infinitely looping banners accepted

IMAGE FILE SIZE: 50K maximum for static or animated GIF

LINKING URL: An active URL must be provided

TESTING: All creative must function uniformly on both MAC and PC platforms as well as multiple browser versions of Firefox, Chrome, Internet Explorer, and Safari

NOTE: Please ensure ads without background colour have a key line.

***For Newswire ads: Animated GIFs do not rotate on all email systems so please ensure the first frame of your animated GIF has a message.**

PRODUCTION INQUIRIES

Joanne Richardson:
416-649-8818 | joanne.richardson@habpress.ca

DIVERSITY & INCLUSION: Our audiences and your customers are diverse. Please consider using images and language that are inclusive and representative of Canadian society when creating your artwork and campaigns.