



Ad Specifications

To ensure the highest quality, please make certain that your advertisement conforms to the following technical specifications and size criteria.

We cannot guarantee how an advertisement that doesn't conform will look when printed. We may even have to cancel a non-conforming advertisement at the last minute if processing it threatens our production schedule.

Our printing partner, Lincoln Graphics, will be happy to work with you for a fee to help you produce a high quality advertisement.

Specifications

Ads must be high resolution pdf files with crop marks and 1/8" bleeds.

Ads must be 300 dpi at 100% (see available sizes below.)

Ads must be CMYK. Pantone colours must be converted to CMYK. RGB files will be rejected.

Ad Sizes

Cover Ads - Inside Front and Inside Back - 4 colour 8.5" wide x 11" high with 1/8" bleed

Full Page - 4 colour

8.5" wide x 11" high with 1/8" bleed

7.25" wide x 9.25" high with no bleed

Half Page - Vertical - 4 colour 3.44" wide x 9.25" high, no bleed

Half Page - Horizontal - 4 colour 7.25" wide x 4.625" high, no bleed

Quarter Page - Vertical - 4 colour 1.9" wide x 9.25" high, no bleed

Quarter Page - 4 colour 3.44" wide x 4.625" high, no bleed

Business Card Ads - 3.5" wide x 2" high, no bleed

Transmission

Email all ads to fionamaarhuis@rogers.com

If pdf size exceeds 10mb please place on the following FTP site in the HUMBER HAPPENINGS folder, and e-mail fionamaarhuis@rogers.com that you have done so:

FTP HOST ADDRESS: ftp1@lincolngraphics.com

USER NAME: lg_upload

PASSWORD: EC1231@

For any questions, or to arrange to contact Lincoln Graphics, please contact fionamaarhuis@rogers.com, or 416 503 8817.