

Island Parent

M A G A Z I N E

ADVERTISING SPECIFICATIONS for Island Parent Magazine and Family Summer Guide

For Electronic Files:

Preferred format:

PDF or EPS

Fonts should be embedded in file.

Colour ads must be CMYK.

Min. 200 DPI for inside ads and 300 DPI for cover ads.

Acceptable format:

TIFF & JPEG: must be high resolution (min. 200 DPI for inside ads and 300 DPI for cover ads.)

Unacceptable format:

Any word processing program including Microsoft Word, Microsoft Publisher and Power Point

Cover Ads:

Sizes vary from those shown here. Please call for specifications.

Production email: sales@islandparent.ca

Please identify your business name in the the subject heading and the ad file name.

For further specifications, please contact your sales representative at 388-6905.

Trim Size: 8 1/8" X 10 1/2"

Bleed Size: 8 5/8" X 11"

Printed Web Offset on Electrabrite stock.
Cover is gloss stock.



Full Page
7 1/8" X 9 1/4"



2/3 Page
4 3/4" X 9 1/4"



1/2 Page Island
4 3/4" X 6 3/4"



1/2 Horizontal
7 1/8" X 4 1/2"



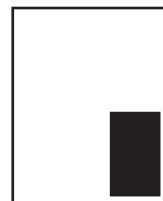
1/3 Vertical
2 1/4" X 9 1/4"



1/3 Square
4 3/4" X 4 1/2"



1/4 Page
4 3/4" X 3"



1/6 Vertical
2 1/4" X 4 1/2"



1/6 Horizontal
4 3/4" X 2 1/8"

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Email: sales@islandparent.ca