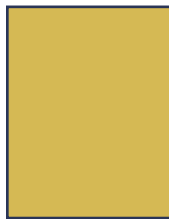
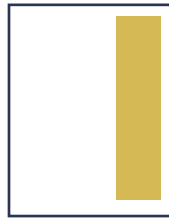


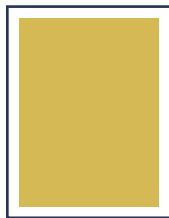
ADVERTISEMENT PRODUCTION SPECIFICATIONS



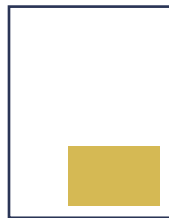
Full page bleed
(inside front and back cover)
With bleed: 9" w x 11.5" h
Trim Area: 8.5" w x 11" h
Live area: 8" w x 10.5" h



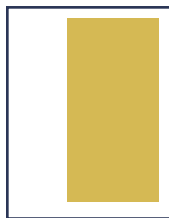
1/3 vertical
2.3056" w x 9.5625" h



Full page
7.25" w x 9.5625" h



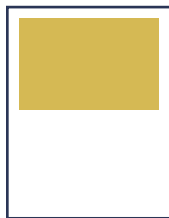
1/3 Island
4.7778" w x 3.1181 "h



2/3 vertical
4.7778" w x 9.5625" h



1/4 horizontal
7.25" w x 2.3212" h

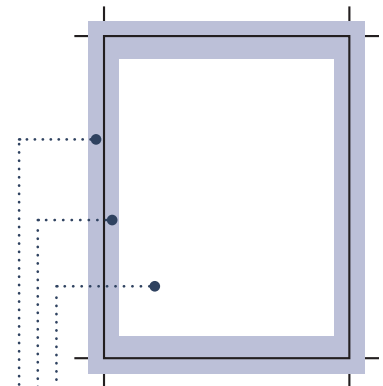


1/2 page horizontal
7.25" w x 4.75" h



Business card
3.5" w x 2" h

Full Page Ad Guideline



LIVE AREA (8 X 10.5)

The area of the page occupied by the ad's images and text. All images and text should be within this area, except images which are intended to "bleed" off the page.

TRIM AREA (8.5 X 11)

The actual physical size of the finished publication.

BLEED AREA (9 X 11.5)

The area used for ink to "bleed" off the edges of the page so that no white edges occur when the publication is cut to Trim Size. Include crop marks.

Production Requirements

- All colours must be converted to CMYK.
- Minimum resolution of 400 dpi for all images and logos at 100%.
- Completed ad must be submitted as a press-ready, high-resolution PDFX-1A, TIFF or vector EPS format. Please be sure to outline all fonts.
- All ads, except full page ads, must have a defining edge on all four sides or a 0.5 point border.
- All bleeds must extend 1/4" on each side – this ONLY applies to full page ads on the inside front and back cover.
- For full page ads please refer to the Full Page Ad Guidelines.
- Ink density levels for all files (in image or graphic element) must not exceed 320%.

Recommendations

- The live area should be a 1/2" in from the trim size.
- Use a "rich black" (except for text below 24 point). We suggest the following CMYK setting: 20%C – 20%M – 20%Y – 100%K.
- 100% colour accuracy cannot be guaranteed.

Advertising Deadlines

All ads must be submitted by the following dates:

- Winter Issue - January 22
- Spring Issue - March 22
- Summer Issue - June 22
- Fall Issue - September 22

Ad Submission

Finished files can be emailed to: ted@svaalberta.com

Files over 5MB should be sent via file transfer services like Hightail.com or WeTransfer.com or by providing a shared link using a service such as Dropbox or Google Drive.

Contact / Questions

For ad submission inquiries, please contact Ted Lobley at (403) 681-0001 or by email at ted@svaalberta.com

For technical inquiries contact Teak Sato at teak@teakspedition.com