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Cultivate The Elusive
Canadian Snowbird
Market—Advertise In

Publication Mechanical Requirements

Trimmed Full Page*	8-3/8" x 10-7/8"	(8.375" x 10.875")
Bleed Full Page	8-5/8" x 11-1/8"	(8.625" x 11.125")
1/2 page - horz. =	7-1/2" x 4-3/4"	(7.5" x 4.75")
1/2 page - vert. =	3-5/8" x 9-3/4"	(3.625" x 9.75")
1/3 page - vert. =	2-3/8" x 9-3/4"	(2.375" x 9.75")
1/4 page - square =	3-5/8" x 4-3/4"	(3.625" x 4.75")

***Bleed:** please allow for 1/8" (.125") bleed off page edges.
No live type 1/4" (.25") from page edge please.

When supplying a disk or File, we need...

- **Print quality PDF (300 dpi)** or ad files created in (up to versions) QuarkXPress 6.5, Adobe InDesign, Illustrator and Photoshop CS4.

Unacceptable file formats include: any word processor (i.e. Microsoft Word); spreadsheet (i.e. Microsoft Excel); presentation graphics package (i.e. Microsoft PowerPoint); any non-standard graphics package which is capable of creating an EPS file; ANY PC-format file.

- All fonts in ad must be included, including all Open type, Type 1 standard (printer and screen files) or True Type fonts. Please include fonts which appear in any Illustrator files or convert any fonts to curves.
- Digital medium can be accepted on CD , via e-mail or FTP (call for details).
- A full-colour proof will be provided via e-mail for approval.

Advertising Deadlines

ISSUES	SPRING	SUMMER	FALL	WINTER
Booking	19-Mar-2010	14-May-2010	16-Jul-2010	22-Oct-2010
Ad Submission	2-Apr-2010	28-May-2010	30-Jul-2010	5-Nov-2010
Blow-in or Outsert	19-Apr-2010	14-Jun-2010	16-Aug-2010	22-Nov-2010
Mail Date	3-May-2010	28-Jun-2010	30-Aug-2010	6-Dec-2010
Distribution	42,000	60,000	60,000	42,000
Polybag		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Mail Drop	Canada	Canada	Canada	Canada & US