

THE FLAVOUR OF CALGARY'S FOOD SCENE SINCE 1993

city palate

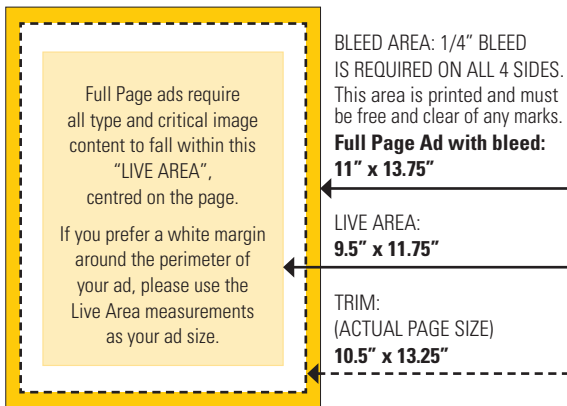
CITYPALATE.CA

PRINT SPECS 2017

AD SIZES W X H

	1/12 Vertical	2.187" X 3.75"
	1/8 Vertical	2.187" X 5.75"
	1/8 Horizontal	4.625" X 2.75"
	1/6 Vertical	2.187" X 7.75"
	1/6 Horizontal	4.625" X 3.75"
	1/4 Vertical	2.187" X 11.75"
	1/4 Square	4.625" X 5.75"
	1/3 Vertical	4.625" X 7.75"
	1/2 Vertical	4.625" X 11.75"
	1/2 Horizontal	9.5" X 5.75"
	3/4 Vertical	7.062" X 11.75"
	FULL PAGE ADS	10.5" X 13.25" (Trim Size only)

Please follow specs below:



PRINT AD REQUIREMENTS

City Palate is produced in InDesign, Mac platform.

All colours must be converted to CMYK.

Minimum 300 dpi (ppi) for digital images and logos @ 100%.

Maximum ink density: 300% (Total% of C+M+Y+K)

Minimum screen density: 10%

All ads (except full page) require **a defining border on all sides.**

All ads must be supplied to size with **no crop marks.**

All ads must be submitted as a press ready, **high resolution PDF.** PDFX/1a files are preferred.

100% colour accuracy cannot be guaranteed.

City Palate is printed on uncoated book stock, on a web press. These tips will be helpful

Book stock is not "bright white," and it is uncoated and porous – ads will look a bit darker and softer compared to ads printed on a coated sheet. A 20% dot gain can be expected. We recommend increasing the brightness and contrast, and/or pulling back on the midtones of digital images for best results.

For large, black background areas, we recommend using rich black: 20%C, 20%M, 0%Y, 100%K.

The web press is less likely to keep perfect register throughout the run. We recommend a bold type face for type that is knocked out of a colour background. For fonts less than 8 pt., we recommend using 100% black type on a light background. Always use vector type.

PRINT AD FILE SUBMISSION

Please email ad files directly to your City Palate sales rep.

For ad files too large to email, please upload the file to our FTP site:
Host: ftp.centralweb.ca; User: cpads; Password: cpads

(Upon completion of an FTP upload, please email a low-res PDF or JPEG proof to your rep to inform them of the upload.

2017 DEADLINES

CITY PALATE ISSUE	JAN FEB 2017	MAR APR 2017	MAY JUNE 2017	JULY AUG 2017	SEPT OCT 2017	NOV DEC 2017	JAN FEB 2018
FINAL AD CONFIRMATION	Nov 28	Jan 23	Mar 27	May 29	July 31	Sept 25	Nov 27
AD SUBMISSION DEADLINE	Dec 5	Jan 30	Apr 3	June 5	Aug 8	Oct 2	Dec 4
STOCKPOT DEADLINE	Dec 5	Jan 30	Apr 3	June 5	Aug 8	Oct 2	Dec 4
ON NEWSSTANDS	Dec 29/2016	Feb 23	Apr 27	June 29	Aug 31	Oct 26	Dec 28/2017