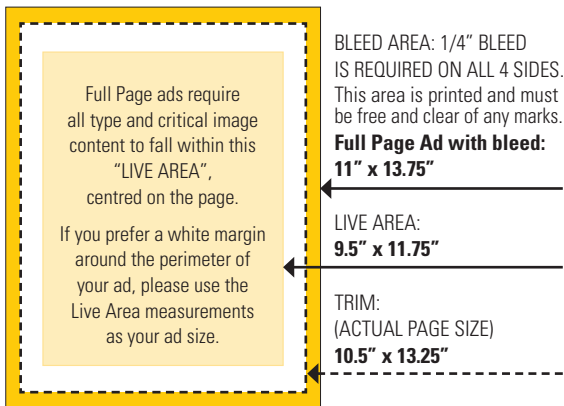




AD SIZES W X H

	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)

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 production tips will be helpful

- **Book stock is not "bright white," and is uncoated and porous – so 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 type smaller 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.)

2018 DEADLINES

CITY PALATE ISSUE	JAN FEB 2018	MAR APR 2018	MAY JUNE 2018	JULY AUG 2018	SEPT OCT 2018	NOV DEC 2018	JAN FEB 2019
FINAL AD CONFIRMATION	Nov 27	Jan 22	Mar 26	May 28	July 30	Sept 24	Nov 26
AD SUBMISSION DEADLINE	Dec 4	Jan 29	Apr 2	June 4	Aug 6	Oct 1	Dec 3
STOCKPOT DEADLINE	Dec 4	Jan 29	Apr 2	June 4	Aug 6	Oct 1	Dec 3
ON NEWSSTANDS	Dec 28/2017	Feb 22	Apr 26	June 28	Aug 30	Oct 25	Dec 27/2018