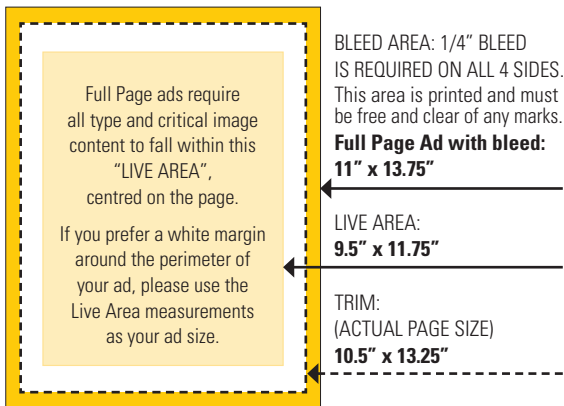




## AD SIZES W X H

	<b>1/12 Vertical</b>	2.187" X 3.75"
	<b>1/8 Vertical</b>	2.187" X 5.75"
	<b>1/8 Horizontal</b>	4.625" X 2.75"
	<b>1/6 Vertical</b>	2.187" X 7.75"
	<b>1/6 Horizontal</b>	4.625" X 3.75"
	<b>1/4 Vertical</b>	2.187" X 11.75"
	<b>1/4 Square</b>	4.625" X 5.75"
	<b>1/3 Vertical</b>	4.625" X 7.75"
	<b>1/2 Vertical</b>	4.625" X 11.75"
	<b>1/2 Horizontal</b>	9.5" X 5.75"
	<b>3/4 Vertical</b>	7.062" X 11.75"
	<b>FULL PAGE ADS</b>	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.)

## 2019 DEADLINES

CITY PALATE ISSUE	JAN FEB 2019	MAR APR 2019	MAY JUNE 2019	JULY AUG 2019	SEPT OCT 2019	NOV DEC 2019	JAN FEB 2020
<b>FINAL AD CONFIRMATION</b>	Nov 26	Jan 21	Mar 25	May 27	July 29	Sept 23	Nov 25
<b>AD SUBMISSION DEADLINE</b>	Dec 3	Jan 28	Apr 1	June 3	Aug 5	Sept 30	Dec 2
<b>STOCKPOT DEADLINE</b>	Dec 3	Jan 28	Apr 1	June 3	Aug 5	Sept 30	Dec 2
<b>ON NEWSSTANDS</b>	Dec 27/2018	Feb 21	Apr 25	June 27	Aug 29	Oct 24	Dec 26/2019