



**Medipac  
International  
Communications Inc.**

## Head Office

180 Lesmill Road  
Toronto ON  
M3B 2T5

Phone  
416.441.7028  
800.326.9560

Fax  
416.441.7067

**For additional  
information,  
please contact**

**Peter Prusa  
Art Director**

416.441.7063  
1.800.326.9560 ext5  
416.993.7796 (cell)

peter@medipac.com

Cultivate The Elusive  
Canadian Snowbird  
Market—Advertise In

## Publication Mechanical Requirements - Print magazine

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

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

## CSAnews.com web banner Artwork specifications





**728 pixels wide x 90 pixels tall at 72 dpi**

**Web image format – JPG, GIF or PNG**

## When supplying a disk or file, we need...

- **Print quality PDF (300 dpi)** or ad files created in **Adobe InDesign, Illustrator** or **Photoshop**.  
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.
- 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 via e-mail or Google Drive (contact us for details).
- A full-colour proof will be provided via e-mail for approval.

## Advertising Deadlines

ISSUES	134- SPRING	135 - SUMMER	136 - FALL	137 - WINTER
<b>Booking</b>	21-Mar	23-May	18-Jul	24-Oct
<b>Ad Submission</b>	4-Apr	6-Jun	1-Aug	7-Nov
<b>Blow-in or Outsert</b>	21-Apr	23-Jun	18-Aug	24-Nov
<b>Mail Date</b>	7-May	9-Jul	3-Sep	10-Dec
<b>Theme</b>	 Welcome home	 Enjoying summer in Canada	 Preparing for the trip south	 Celebrating the snowbird lifestyle