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Cultivate The Elusive
Canadian Snowbird
Market—Advertise In

Publication Mechanical Requirements - Print magazine

Trimmed Full Page*	8-3/8"	x	10-7/8"	(8.375" x 10.875")
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:** 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	138- SPRING	139 - SUMMER	140 - FALL	141 - WINTER
Booking	22-Mar	22-May	17-Jul	23-Oct
Ad Submission	3-Apr	5-Jun	31-Jul	6-Nov
Blow-in or Outsert	20-Apr	22-Jun	17-Aug	23-Nov
Mail Date	6-May	8-Jul	2-Sep	9-Dec

Theme	Welcome home	Enjoying summer in Canada	Preparing for the trip south	Celebrating the snowbird lifestyle