

# 55 Plus Directory

## ADVERTISING RATES & SIZES - Please call for pricing

Per issue charges: (plus GST)

### BLACK & WHITE

(Production included)

full page	CALL
1/2 page	CALL
1/4 page	CALL

### SPOT COLOUR

(available in blue, red)

full page	CALL
1/2 page	CALL
1/4 page	CALL

### GUARANTEED SPOT COLOUR

full page	CALL
1/2 page	CALL
1/4 page	CALL

### FOUR COLOUR

For four color ads, a one-time production charge covering scans, design and film separations will apply each time an ad is designed or changed. Extra charges based on the complexity.

Basic production is included

full page	CALL
1/2 page	CALL
1/4 page	CALL
front inside cover	CALL
back inside cover	CALL
back cover	CALL

### SPECIAL BEST BUY

(1/2 page editorial and 1/2 page ad)

1/2 x 1/2 Page	CALL
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### TERMS

1st payment of 30% upon booking ad.

Balance to be paid when you receive your publication copy.

Receive a 7% discount with all balances paid in full.

## MECHANICAL SPECS FOR SUPPLIED ADS / ARTWORK

### Specifications for artwork supplied non-digitally:

Photos: no slides or transparencies; Logo's: PMT or clean, printed, large version; Copy: appropriate length of text for ad size, written or typed in upper/lower case

### Specifications for artwork supplied digitally:

**QuarkXpress (4.1)** - Macintosh Format:

All colours must be CMYK or Spot Color. Do not use "Pasteboard Extension" or other extensions needed to open your file.

FILES MUST INCLUDE: The screen and printer font of each font used. Do not use TrueType or Multiple Master fonts.

All high resolution scans and Illustrator EPS files.

**Photoshop (7.0)** - Macintosh Format:

Photos must be scanned at 300 dpi. Scans must be saved as CMYK or Grayscale. Save file as an EPS or TIFF (no LZW Compression)

**Illustrator (10)** - Macintosh Format:

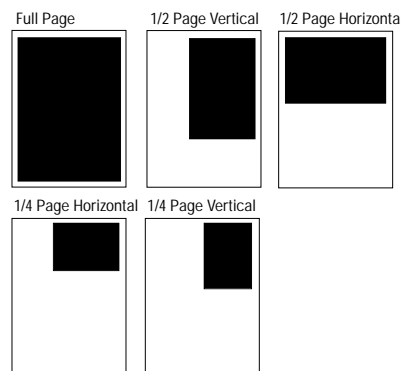
All colours must be in CMYK or Spot Colour. All fonts should be converted to outlines. FILES SENT MUST INCLUDE: All high resolution scans linked to the EPS or embedded

NOTE: We will not accept files built in the following programs:

Corel Draw/Pagemaker/Freehand/Home publishing software/Word Processing software.

### FILES MAY BE SENT THE FOLLOWING WAYS:

zip disk, CD, E-mail (file should be 5MB or less and "Stuffed" as a self-extracting archive), or as a Jpeg emailed to [nextstep@shaw.ca](mailto:nextstep@shaw.ca)



### Ad Sizes

Book Trim Size: 8.5" x 11"

- Full Page: 7.25" x 9.75"  
live area: 7" x 9.5"
- Bleed Page: 8.75" x 11.25"  
live area: 8" x 10.5"
- 1/2 Page Vertical: 4.75" x 7.25"  
live area: 4.5" x 7"
- 1/2 Page Horizontal: 7.25" x 4.75"  
live area: 7" x 4.5"
- 1/4 Page Horizontal: 4.75" x 3.5"  
live area: 4.5" x 3.25"
- 1/4 Page Vertical: 3.5" x 4.75"  
live area: 3.25" x 4.5"

## 55 Plus Directory

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Web site: [www.55plusdirectory.com](http://www.55plusdirectory.com)