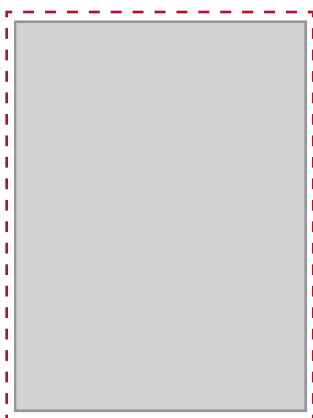




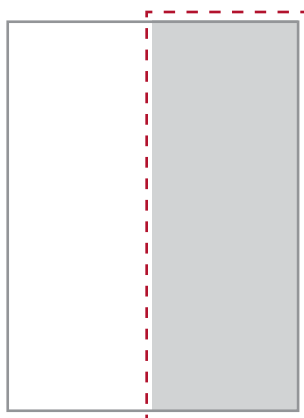
Dimensions



Full Page

8.125" x 10.875"

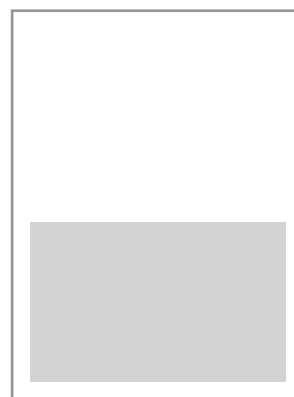
With 0.125 inch Bleed:
8.375" x 11.125"



Half Page Vertical

4.25" x 10.875"

With 0.125 inch Bleed:
4.5" x 11.125"



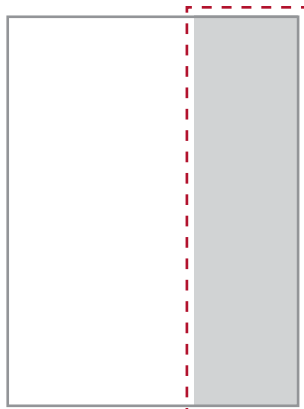
Half Page Horizontal

6.625" x 4.25"



Third Page Horizontal

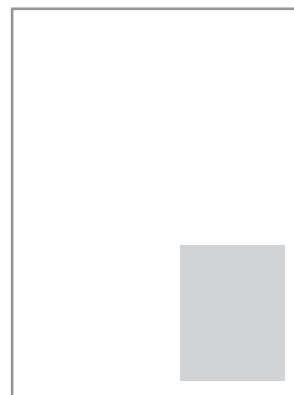
6.625" x 2.875"



Third Page Vertical

2.875" x 10.875"

With 0.125 inch Bleed:
3.125" x 11.125"



Quarter Page

3.25" x 4.25"

Production Requirements

Distinctively **Canadian**
Totally **Alliance**

Colour

All ad material must be supplied in CMYK (process colour) or grayscale — failure to do so may result in incorrect colour reproduction. Ads using special colours may not be guaranteed.

Proofs

A colour proof, for colour guidance on press, is required for all advertisements. The proof should be representative of content and colour of the final digital file. Lack of a proof may result in a charge back to produce acceptable printer proofs.

Live Area and Sizing

Any crucial content matter on advertisements should be held back 1/4" from the edge. All material requiring cropping or scaling should be accompanied by a proof indicating trim and positioning of the ad. Unless otherwise specified, material will be positioned, centered, in the space ordered.

File Specifications

- Press ready PDFs (industry standard PDF/X1a) of ad materials is preferred and encouraged.
- High-resolution (300 dpi) JPEGs, TIFF and EPS files are acceptable as an alternative.
- Files accepted on disc (CD or DVD). Files under 5 MB may be e-mailed.
- All high-resolution images, all graphics and all fonts must be embedded when producing PDF files.
- No True Type fonts or Font Substitutions should be embedded.
- Images should be at least 300 dpi or produced as vector art.
- Do not nest EPS images within EPS images.
- All required image trapping should be included in the file(s).
- All ad material submitted requires a 0.125 inch bleed or more.
- It is helpful to include standard trim and registration marks 1/4" outside trim on your art provided — no marks are to be included in the actual ad area.

Submission Dates

Closing dates for material are ten days before print date. Please contact your representative for the next issue's print date.

Mailing Instructions

Insertion orders, correspondence, proofs and ad art should be addressed to:

ATTN: Gladys Thompson
The Christian and Missionary Alliance in Canada
30 Carrier Drive, Suite 100
Toronto ON M9W 5T7

Phone: 416.674.7878 ext. 211
Fax: 416.674.0808
e-mail: magazine@cmacan.org



Returning Material

Advertising materials will not be returned unless a prior request is made. Materials will not be retained beyond 4 months.

Policies

The Christian and Missionary Alliance in Canada has the right to review content and has final approval on all space ads.