

AD DIMENSIONS.....	WIDTH (INCHES)	HEIGHT (INCHES)
Full Page Ad*.....	9	x 10.75
Double Page Spread* (DPS).....	18	x 10.75
1/2 Double Page Spread*.....	18	x 5.125
2/3 Vertical.....	5.1875	x 9.8125
1/2 Island.....	5.1875	x 7.3125
1/2 Horizontal.....	7.875	x 4.8125
1/3 Square.....	5.1875	x 4.8125
1/3 Vertical.....	2.5	x 9.8125
1/6 Horizontal.....	5.1875	x 2.3125
1/6 Vertical.....	2.5	x 4.8125

REQUIREMENTS

- All ads must be uploaded and approved through AdDirect
- All colours must be converted to CMYK
- Minimum resolution of 300 dpi for all images and logos at 100%.
- A defining border is required on ads smaller than a full page where the ad shape is not clearly defined by background colour, graphic element, images etc.
- Ink density levels (in image or graphic element) must not exceed 320%

RECOMMENDATIONS

- Use a “rich black” (except for text below 24 point). For rich black we suggest: 20%C – 20%M – 20%Y – 100%K
- 100% colour accuracy cannot be guaranteed

*FULL PAGE, DOUBLE PAGE AND 1/2 DOUBLE PAGE SPREADS ADDITIONAL REQUIREMENTS & RECOMMENDATIONS:

- The live area should be 1/2” in from the trim size. Live area should be: 8” x 9.75”. Images and text should be within the boundaries of this area, except for elements intended to bleed off the edge
- Double Page Spread ads and 1/2 DPS ads will lose a minimum of 1/2” of image in the middle to perfect binding. We recommend a 1” wide live area down the middle of these ads
- Bleeds must extend 1/8” on each side. This ONLY applies to full page ads, double page spreads and 1/2 double page spreads when bleeds are necessary. Please refer to the example below.

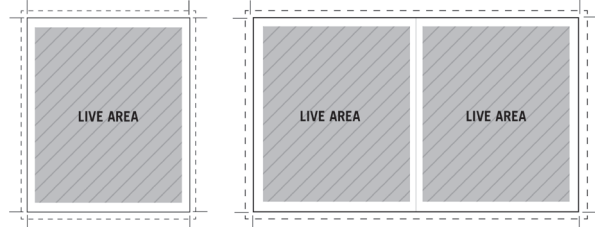
DOES MY FILE REQUIRE BLEEDS?

- If your page has any design elements or images that are intended to go to the edge of the page, it will require bleeds.



WHAT DOES “LIVE AREA” MEAN?

- This is the recommended area to keep all the important content and imagery in to ensure it does not get potentially trimmed off or lost in the spine of the magazine during production.



Specialty Covers

- Production specifications available upon request for unique executions. Please ask your Account Executive for further details.

Z-FOLD



GATE FOLD



BARN DOOR



Submitting Creative

Upload press-ready PDFs to:
addirect.sendmyad.com

Production Contact:
production@AvenueCalgary.com
Tel: 403-781-1781