

ADVERTISING SPECS

PRINT READY AD REQUIREMENTS

- **Crop Marks are not necessary.**
If crop marks are to be added, they need to be offset at 0.1667 in (12pt).
- Please **convert all ads to CMYK.**
PANTONE© SPOT or RBG colours will be converted to CMYK. We are not responsible for any colour discrepancies due to this conversion.
- Photoshop CMYK settings: ink colours – coated paper; dot gain – 20%; black ink limit – 100%; total ink limit – 300%.
- Supply completed ads as a **High Resolution PDF.** **QuarkXpress/Microsoft Word documents are not accepted.**

IMAGE REQUIREMENTS FOR AD PRODUCTION

- Please supply images as TIFF or JPG format, in high resolution – 300 dpi, minimum 1 MB.
- EPS (Vector) files are required for Logos.
- Images from the internet are not acceptable as they are usually low res and will not print well.
- **On The Bay Magazine will not be responsible for ads/images that do not meet our requirements.**

FONT REQUIREMENTS

When possible, **convert all fonts to outline.** Otherwise, please ensure that all necessary fonts are supplied.

DELIVERY

Please supply advertising files via file sharing or E-mail. For large file sharing, use Google Drive, WeTransfer or other large file sharing tools, and supply us with a link to your ad for download.

Tara McLellan, Production Manager

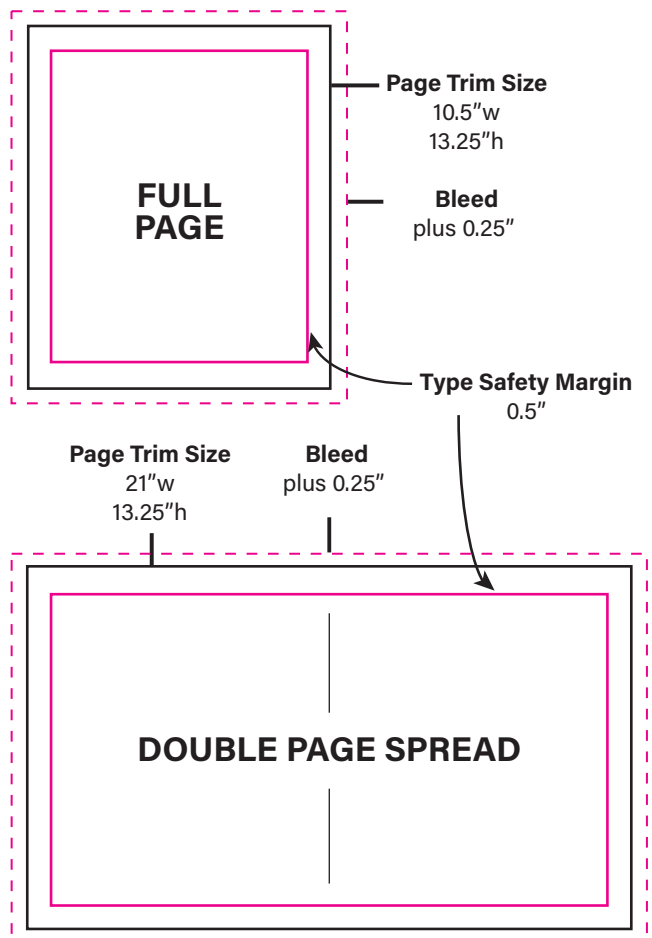
E-mail: ads@onthebaymagazine.com

PAYMENT TERMS

- All ads must be paid in full as of the date of publication
- Failure to submit material by deadline dates provided will result in a full charge for space booked
- A fee will be charged to offset the cancellation of a multi-issue buy.

AD SIZES

FULL PAGE & DOUBLE PAGE SPREAD



HALF PAGE, QUARTER PAGE & EIGHTH PAGE

