

TECHNICAL SPECIFICATIONS

FULL PAGE 10.375" x 13.5"	1/2 HORIZONTAL 10.375" x 6.571"	1/4 BANNER 10.375" x 3.214"
1/2 MAGAZINE 7.6875" x 8.785"	1/4 SQUARE 5.125" x 6.571"	1/4 VERTICAL 2.5" x 13.285"
	1/2 VERTICAL 5.125" x 13.285"	1/4 HORIZONTAL 7.6875" x 4.285"

DOUBLE PAGE SPREAD
21.75" x 13.5"

HALF PAGE SPREAD
21.75" x 6.571"

PRINT SPECIFICATIONS:

Preferred file formats:

- Print ready PDF (200dpi) with all fonts embedded.
- Adobe InDesign (with support files and fonts).
- Adobe Illustrator files (with fonts converted to outlines).
- EPS files (200 dpi with fonts embedded).

Process colour:

- All colour files must be set to separate in CMYK values.

Additional information:

- Positioning:** 15% Guaranteed position charge (1/2p or larger).
- Agency commission:** Add 15%.
- HST:** added at time of billing. Prices of inserts, etc. available upon request.
- Editorial Styling:** Please add "ADVERTISEMENT" at the top if the Ad resembles an editorial article.

HERO BILLBOARD
970x250 pixels

MOBILE BILLBOARD
320x150 pixels

BANNER
790x200 pixels

MOBILE MEDIUM REC.
300x250 pixels

NEWSLETTER BANNER
600x200 pixels

NEWSLETTER BANNER
600x200 pixels

DIGITAL SPECIFICATIONS:

Formats:

- HTML5, jpeg, png, gif.
- Max file size for image web ads 250kb.

In banner video:

- Host Initiated Video Auto Play
 - Max duration: 15 seconds.
 - Max File size: 11 Mb (Allowance to subload limit).
 - File quality: Recommended 24 fps minimum. For lower bandwidth (less than 2 mbps) 18 fps may be used.
- User Initiated video Play
 - Max duration: 30 seconds.
 - File quality: Recommended 24 fps minimum. For lower bandwidth (less than 2 mbps) 18 fps may be used."

Important Notes:

- Animation is limited to 15 seconds and cannot loop.
- We use **Google Ad Manager** to publish online advertisements.
- Do not assign any third party tracking that will follow our readers when they leave the site.

Newsletter ads:

- Animation: Please send a GIF animation instead of HTML5 for email ads.

Sponsored Content:

- Please speak with our Sales Team to get Sponsored Content technical specifications to create the best message for your campaign.