



Targeting Ontario's Nature & Outdoor Tourism Community

AD ART PROTOCOL

Supplied ads **MUST** conform to the following protocol; or additional charges will apply. If you have any questions regarding the protocol, please contact us at: **1-800-665-4739**.

• **Media and Supporting Material:**

Supplied ads must be provided electronically as completely finished artwork on a Mac-formatted diskette, Zip disk or CD-ROM. **Include all font and graphic files** along with the ad layout file. Place all files in the appropriate one of 3 folders: "Layout", "Font", "Graphics". Label the media with the advertiser's name and designer's name & phone number. Files must be accompanied by a hard copy proof of the final approved ad, preferably in colour, and a printout of all files supplied, with the ad size and proportion indicated.

• **Applications and File Formats:**

PC files will not be accepted.

The only acceptable applications are Macintosh versions of Quark Xpress (4.01 or later), Photoshop (5.0 or later) or Illustrator (8.0 or later) and files must be fully openable in these programs. Quark is the preferred layout program, although ads created in Illustrator or Photoshop are acceptable (so long as the Photoshop file has an appropriate clipping path). Scan or image edit in Photoshop and save all photographic images as Photoshop tiff (Mac) files; unless an image has a clipping path, in which case it should be saved as a Photoshop eps file. Graphics created in Illustrator should be saved as eps files and brought into the Quark layout.

* **Please Note:** Supplied artwork for new ads received which does not conform to requirements will be charged a minimum additional fee of \$25.

Please ensure your artwork is received in the correct format.

Please Note: Supplied artwork requiring adjustments to conform to our publication will be billed as follows: **1/4 page ads - \$35.00, 1/2 page ads - \$50.00 and full page ads - \$80.00.**

NEED HELP WITH AD DESIGN?

Our designers can assist you with ad design if required:

Our rates to create ads are as follows:

1/6 page ads	\$60.00
1/4 page ads	\$80.00
1/2 page ads	\$150.00
full page ads	\$250.00

SENDING FILES ELECTRONICALLY?

By Email: peter@graphixworks.com (up to 5mB)

By FTP: Host: ftp.graphixworks.com
No User I.D. or Password required,
Place your files (stuffed in a folder) in incoming folder

Layout Tips:

- use no more than 3 font families per ad
- if using a typeface for just a few words, please construct the type required in Illustrator, convert to outline, save as an eps, and pull into the Quark layout
- attribute a point size of 0.25 to all hairlines, instead of using the "default" value
- set up the layout document size to the exact dimensions of the ad document
- keep all elements within the boundaries of the ad box (if possible)
- all images must be imported into Quark Xpress at 100%. Do not scale images in Quark.

Photoshop Tips:

- images which are to be overlaid onto photographic images or solid backgrounds may need clipping paths; please check whether this is so and how to do it properly
- convert all Photoshop images to CMYK
- do not interpolate Photoshop images (if possible) and use a resolution of 300 dpi at 100% reproduction size

ANY QUESTIONS?

Please contact
Peter at Graphix Works
email peter@graphixworks.com
or call **1-800-665-4739**