

PRINT ADVERTISING RATES

DISPLAY ADVERTISING RATES

Unit	Width	Depth	Rate
COLOUR			
full page (bleed)*	5 1/2	8 1/2	1,650
2/3-page V	3 3/16	7 5/8	1,260
2/3-page H	4 7/8	5 1/2	1,260
1/2-page V	3 3/16	5 1/2	855
1/2-page H	4 7/8	3 3/4	855
1/3-page IS	3 3/16	3 3/4	730
1/3-page V	1 1/2	7 5/8	730
1/3-page H	4 7/8	2 1/2	730
1/4-page H	4 7/8	2	630
1/5-page H	3 3/16	2 7/16	445
1/6-page V	1 1/2	3 5/8	425
1/9-page V	1 1/2	2 1/2	300

BLACK & WHITE

full page (bleed)*	5 1/2	8 1/2	1,310
2/3-page V	3 3/16	7 5/8	965
2/3-page H	4 7/8	5 1/2	965
1/2-page V	3 3/16	5 1/2	765
1/2-page H	4 7/8	3 3/4	765
1/3-page IS	3 3/16	3 3/4	610
1/3-page V	1 1/2	7 5/8	610
1/3-page H	4 7/8	2 1/2	610
1/4-page H	4 7/8	2	570
1/5-page H	3 3/16	2 7/16	365
1/6-page V	1 1/2	3 5/8	350
1/9-page V	1 1/2	2 1/2	215

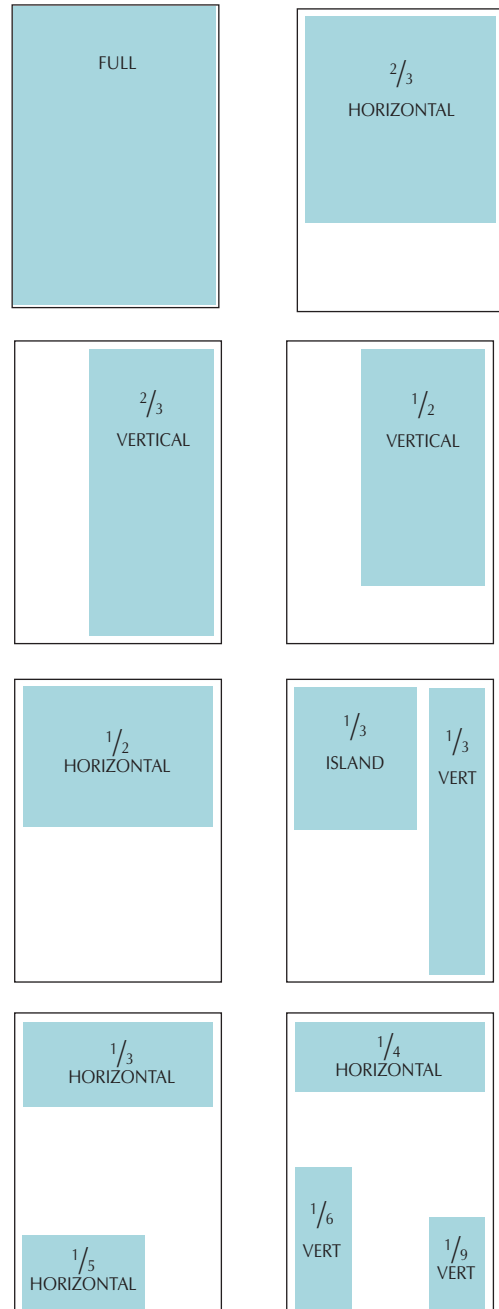
Above rates are for print-ready ads. Additional costs will be charged for advertising copy that is not received in print-ready digital form or that does not conform to our specifications. See reverse for details regarding specifications for production of advertisements and design and production services available from Preview.

Printed web offset lithography – 150-line screen.

*FULL PAGE ADS: Keep live matter 1/4-inch from trim edges.
 Trim page: 5 1/4" x 8 1/4"; Bleed page: 5 1/2" x 8 1/2".

Material accepted after closing dates is subject to space availability. No checking proof will be available for any advertisement where material has been submitted after closing date for material.

Rate card effective January 1, 2016.





PREVIEW ART MEDIA INC.
P.O. Box 39041, 3695 West 10th Avenue / Vancouver, Canada V6R 4P1
TEL 604.222.1883 E-MAIL ads@preview-art.com

ADVERTISING SPECIFICATIONS

File Delivery

Please compress files using ZipIt or StuffIt to avoid corruption during transmission.

E-mail: Ads of less than 10 megabytes can be emailed to: ads@preview-art.com.

Upload files over 10 mb to Dropbox or another file transfer site.

Please label your files, proofs and emails with your name and contact information and email to let us know you have uploaded files to a file transfer site such as Dropbox. Provide name of file and time it was uploaded.

File Format

- (1) Adobe Acrobat (PDF) high resolution 300dpi minimum, important: do NOT downsample images in the document;
- (2) Adobe Illustrator or EPS, with all type saved as outlines;
- (3) Adobe Photoshop or TIFF, uncheck layers before saving as a TIFF file
- (4) InDesign, with linked graphics, printer and screen fonts;

- **FILE IMAGE RESOLUTION:** The minimum resolution for images and any artwork is 300 pixels per inch at 100%.
- **CONVERT TO CMYK:** No RGB colours are allowed. All images, graphics and colours must be converted to CMYK before submitting files.
- **AREAS OF SOLID BLACK:** Blacks must be supported with 40% cyan booster.
- **NO PANTONE – convert to CMYK; NO SPOT COLOURS** only Cyan, Magenta or Yellow
- **ALL TIFF FILES:** In Photoshop uncheck “Layers” box before saving files as TIFFs.
- Please label files, proofs and emails with your name and contact information.

Preview Design and Production Services

If you do not have design services available to you, Preview can design your ad for you. Complete copy and design services are available at a minimum charge of \$50.

Logos and graphics must be 300-dpi digital computer files in Illustrator (EPS) format or Photoshop (TIFF) format.

Advertising copy must be typewritten or clearly printed.

Terms and Conditions

- Rates are for production-ready ads. Additional costs will be charged for type, production artist, photography, scans, and or additional work necessary to complete an ad.
- Additional charges will be quoted for special colours, extra colours or inserts.
- Preview Art Media Inc. (the publisher) cannot be responsible for the quality of the reproduction of customer supplied files.
- A PDF file of any advertisement prepared by Preview’s production department will be provided for approval in advance of publication. Advertisers must notify Preview Art Media Inc. of any corrections immediately upon receipt of the proof. There will be a minimum charge of \$50 for changes made that do not result from Preview errors, or changes made after the final advertising proof has been approved.
- All changes to advertising copy must be submitted in writing to Preview Art Media Inc.
- Cancellation of a contract can be made a minimum of 21 days prior to the publication date of the issue.
- The publisher’s liability for error and omission is limited to the cost of the space.