

Printing Materials

- **File formats:** TIFF, EPS, QXD, PDF. **Platform:** Mac. **Transfer media:** ZIP, CD. **Transfer protocols:** Email or ftp.weddingessentials.ca (call for username & password)
- Our production is entirely electronic. We do not accept artwork

or film. Materials supplied in forms other than those outlined here may incur a special handling charge.

- For your insertion at the *Internet Bridal Show* (www.weddingessentials.ca), a JPEG at 72 ppi is preferred.

Dimensions

For best reproduction, we strongly recommend that you supply three versions of each ad as follows: One for the two large publications, one for the Pocket Planner and a JPEG for the Internet Bridal Show. If you choose to supply only the large ad, we will

create the other two versions from this ad. While we will make every effort to preserve the quality of the original ad, we can take no responsibility for final reproduction quality or readability.

1. Planner and Newsstand Editions

	Width	Height
Live area	.7-1/4	.9-1/2
Trim size of magazine	.8-1/4	.10-3/4
Bleed size	.8-3/4	.11-1/4
DPS live area	.15-1/2	.9-1/2
DPS trim size	.16-7/8	.10-3/4
DPS bleed size	.17-1/4	.11-1/4
Half spread	.15-1/2	.4-5/8
Half spread bleed size	.17-1/4	.5-3/4
2/3 vert	.4-3/4	.9-1/2
1/2 vert	.3-1/2	.9-1/2
1/2 horiz.	.7-1/4	.4-5/8
1/2 island	.4-3/4	.7
1/3 vert	.2-3/8	.9-1/2
1/3 square	.4-3/4	.4-5/8
1/4 vert	.3-1/2	.4-5/8
1/6 vert	.2-1/4	.4-5/8
1/6 horiz	.4-3/4	.2-3/16

2. Pocket Planner

	Width	Height
Live area	.5-1/4	.6-7/8
Trim size of magazine	.6	.7-7/8
Bleed size	.6-1/2	.8-5/8
DPS live area	.11-1/2	.6-7/8
DPS trim size	.12-1/2	.7-7/8
DPS bleed size	.12-3/4	.8-5/8
Half spread	.11-1/2	.3-3/8
Half spread bleed size	.12-3/4	.4-5/16
2/3 vert	.3-7/16	.6-7/8
1/2 vert	.2-1/2	.6-7/8
1/2 horiz.	.5-1/4	.3-3/8
1/2 island	.3-7/16	.5-1/16
1/3 vert	.1-11/16	.6-7/8
1/3 square	.3-7/16	.3-3/8
1/4 vert	.2-1/2	.3-3/8
1/6 vert	.1-9/16	.3-3/8
1/6 horiz	.3-7/16	.1-9/16

3. Internet Bridal Show

Ad must be a reproduction of or same proportions as your print ad, so height dimension is not required

	Pixel width
DPS	.900
Half spread	.900
Page	.800
2/3 vert	.600
1/2 vert	.500
1/2 horiz	.800
1/2 island	.500
1/3 vert	.200
1/3 square	.350
1/6 vert	.150
1/6 horiz	.350

JPEG format, 72 ppi. Choose maximum quality for the image option.

General Requirements

Terms

Payment is made with three cheques. Down payment is due when agreement is signed. Second cheque payable midway between agreement date and closing deadline. Third cheque payable on 15th of month of publication. (Ask about other payment terms.)

Overdue accounts subject to a service charge of 2% monthly (24% per annum) calculated from contract date.

Cheques that are not honoured by the bank are subject to a service charge of \$30.

Rates shown are net.

Printing

Stock: 60 lb coated.
Binding: Perfect.
Screen ruling: 150 lpi

Targeted Direct Mail

Advertiser mailing pieces must be sent with all duties and shipping charges prepaid to the address shown at right. Packaging must state quantity and name of advertiser. Publisher cannot be held responsible if mailing materials fail to arrive on time.

Copy and Contract Regulations

- All advertising materials are the responsibility of the advertiser.
- Publisher is responsible for the actual placement of advertising on the page. Placement is on a first-come-first-served basis unless otherwise specified. Charges for revision of or modification to advertiser's advertising materials will be billed to the advertiser.
- Acceptance of all advertising is subject to publisher's approval and agreement by the advertiser to insure and protect the publisher from loss or expense on claims or suits based on contents of such advertisements. This includes but is not restricted to suits for libel, plagiarism, copyright infringement and unauthorized use of a person's name or photograph.
- All advertising materials will be destroyed by the publisher if not requested within one year after use.

Deliver advertising materials and Targeted Direct Mail to:

Wedding Essentials
104-50 Nashdene Rd.
Toronto ON M1V 5J2 Canada