

PRINT ADVERTISING

MECHANICAL SPECIFICATIONS

AJ is printed on coated paper on a 4-colour sheet-fed press, using the GRACoL 2006 colour profile and stochastic screening. All ads must be supplied electronically. Press quality PDF (PDF X-1a: 2001) is the preferred format – embed all fonts and graphics. Save in CMYK (not RGB) for colour ads and in greyscale for black & white ads. EPS and TIFF files should embed/include all graphics and embed/include or outline all fonts.

No GIFs, JPEGs, PNGs or web graphics. When exporting please use the following specifications (full page):

CROP MARKS

Weight: .25 pt

Offset: .167"

NOTE: Crop marks must not intrude into bleed.

PAGE TRIM SIZE

8.375" x 10.875"

COLOUR PROFILE

For best colour use GRACoL 2006. (SWOP profile also accepted)

BLEED

All Sides: .125"

LIVE AREA

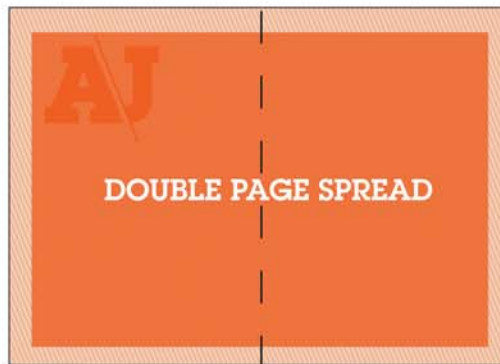
.2" exclusion zone all sides. Keep all type and logos within safe area.

RESOLUTION

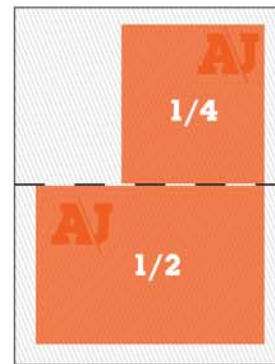
300 dpi minimum.



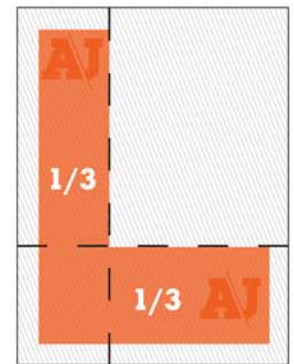
7.05 x 9.71" (No bleed)
8.375 x 10.875" (Trimmed bleed)
8.625 x 11.125" (incl. Bleed)



14.1 x 9.71" (No bleed)
16.75 x 10.875" (Trimmed bleed)
17 x 11.125" (incl. bleed)

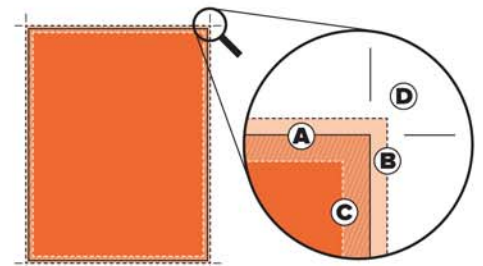


7.05 x 4.78" (1/2)
4.61(w) x 4.75"(h) (1/4)



2.19 x 9.71" (Vertical)
7.05 x 3.22" (Horizontal)

ADVERTISING RATES*	FREQUENCY		
SIZING	1	2-3	4-6
Double page spread (bleed optional)	\$3700	\$3300	\$3100
Outside back cover (bleed)	\$2600	\$2400	\$2200
Inside front cover (bleed optional)	\$2500	\$2300	\$2100
Full page (bleed optional)	\$2000	\$1800	\$1500
Half page (horizontal only)	\$1000	\$900	\$800
Third page (horizontal or vertical)	\$750	\$700	\$675
Quarter page (square)	\$750	\$700	\$675



- A TRIM SIZE** This is the actual physical edge of the page.
- B BLEED** Extends .125" beyond the edge of the trimmed page.
- C LIVE AREA** Inset all type and logos a minimum of .2" from trim edge.
- D CROP MARKS** Crop marks must not overlap/intrude into bleed (note gap).

***Our non-profit discount is 15%**

CREATIVE SERVICES AVAILABLE

We can tailor your ad to our readers with complete creative services. An estimate for design and layout will be prepared prior to commencement of work. A proof will be submitted for approval. Inserts are available upon request.

Please contact us for details.

CANCELLATION POLICY

In the event of a cancellation, please give notice 5 business days prior to ad booking deadline. Cancellation notice given in less than 5 business days will be subject to a 30% cancellation fee.