



# Ad Specifications:

## Mechanical Specifications:

	<u>Inches</u>	<u>Decimal Inches</u>
• 1 pg. Trim Size: .....	8 1/8" x 10 7/8"	8.125 x 10.875
• 1 pg. With Bleed: .....	8 3/4" x 11 1/8"	8.375 x 11.125
• 2/3 pg .....	4 5/8" x 10"	4.625 x 10
• 1/2 pg h .....	7" x 4 7/8"	7 x 4.875
• 1/2 pg isl .....	4 5/8" x 7 3/8"	4.625 x 7.375
• 1/3 pg v .....	2 1/4" x 10"	2.25 x 10
• 1/3 pg s .....	4 5/8" x 4 7/8"	4.625 x 4.875
• 1/4 pg .....	3 3/8" x 4 7/8"	3.375 x 4.875
• 1/6 pg v .....	2 1/4" x 4 7/8"	2.25 x 4.875
• 1/6 pg h .....	4 5/8" x 2 3/8"	4.625 x 2.375

## Programs Accepted:

Norris-Whitney Communications Inc. accepts ads created in the following programs; (Mac or PC) Pagemaker (pc only), Quark Express, Photoshop, Illustrator, and In Design.

Tifs are accepted as long as you require no changes to the ad and are saved as CMYK or Grayscale if the ad is Black/White at 300 dpi. Jpeg or Gif files will not be accepted.

## To Send Material On Disc:

- Make sure to include images (saved as 300 dpi), and fonts with the working files
- Fonts need to be postscript or converted to outlines (True Type, or Bitmapped fonts will not be accepted)
- Include a printout of the ad, for proofing purposes
- Indicate what publication it is for: Canadian Musician, Professional Sound, Professional Lighting & Production, or Canadian Music Trade
- Please indicate if the ad is PC or Mac
- Send files to the attention of Maureen Jack: 23 Hannover Dr., #7, St.Catharines, ON L2W 1A3

## Uploading Ads:

- Make sure to include images (saved as 300 dpi), and fonts with the working files
- Fonts need to be postscript or converted to outlines (True Type, or Bitmapped fonts will not be accepted)
- Compress your files using either stuffit, or zip
- Include a low-res pdf with your file, for proofing purposes
- To upload your files go to: [www.nor.com/upload](http://www.nor.com/upload)
- Select Advertising - click on either Mac ad files or PC ad files

If you have any questions with regards to ad specs or problems uploading your files please contact:

Karen Bashura  
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