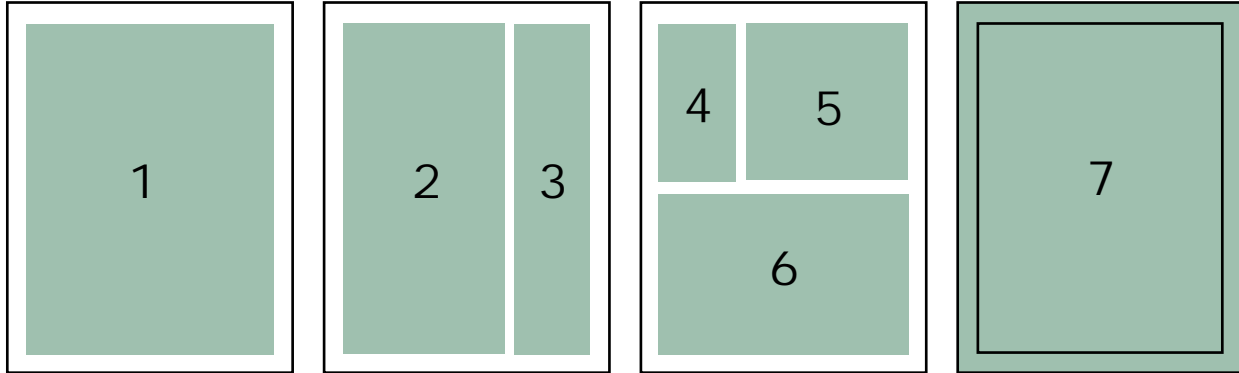


# AD SIZES & MECHANICAL REQUIREMENTS



Key	Size	Width	Height	In Inches
1.	Full Page	42p6	57p9	(7.083" x 9.625")
2.	2/3 Page	28p0	57p9	(4.667" x 9.625")
3.	1/3 Vertical	13p5	57p9	(2.236" x 9.625")
4.	1/6 Page	13p5	28p4	(2.236" x 4.722")
5.	1/3 Square	28p0	28p4	(4.667" x 4.722")
6.	1/2 Page	42p6	28p4	(7.083" x 4.722")
7.	Full Bleed (trim)	48p9	65p3	(8.125" x 10.875")

Plus 1 pica (or 1/8") bleed on full pages. *In above measurements p = picas.*

## Measurements

Sizes are in picas and points: 28p4 is 28 picas 4 points. Please keep all elements of your ad within the appropriate dimensions.

## Mechanical Requirements

**Color:** 4-color process negative final film, right reading, emulsion down, 150/*pi* screen. Progressive or composite color proof required.

**Black & White:** Final film preferred (required if ad contains photo or screens) right reading, emulsion down, 150 *pi* screen.

**DIGITAL: Preferred formats are Macintosh:** Adobe Illustrator, Quark XPress, Photoshop, or any EPS or TIFF. Other formats may be acceptable. Please call to inquire. **Media:** Zip 100, CD (verified), floppy disk. Linked files (artwork, images or photos) and fonts (Type 1) **must be** included on disk. *Digital material must be accompanied by laser proof and/or color proof as appropriate.*

## Design Assistance

If you do not have access to the services of an agency or graphic designer, we will be pleased to assist in the preparation of your ad. Please contact us at least two weeks in advance of the closing date if you need our help, or if you have any technical questions concerning your advertisement.

## Courier Address

Ad materials sent by courier or registered mail should be addressed to:

**ATLANTIC  
SALMON  
JOURNAL**

15 Rankine Mill Road  
Chamcook, NB  
Canada E5B 3A9  
Attn: Irene Pohle