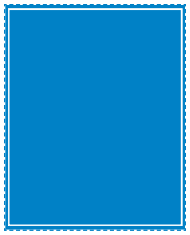
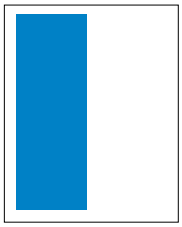
albertaviews

Advertising

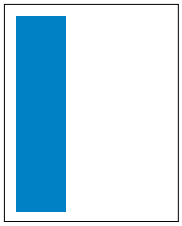
Ad Sizes (in inches) Effective Jan 1, 2010



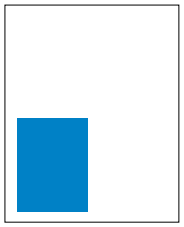
BLEED
8.75 x 11.25*



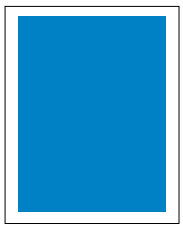
1/2 VERTICAL
3.437 x 9.5



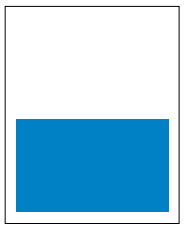
1/3 VERTICAL
2.25 x 9.5



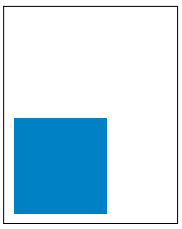
1/4
3.437 x 4.625



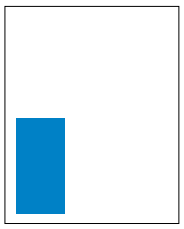
FULL PAGE
8.25 x 10.75*



1/2 HORIZONTAL
7.125 x 4.625



1/3 SQUARE
4.687 x 4.625



1/6
2.25 x 4.625

Advertising Rates

Size	Price
Full Page	$ 2500
1/2 page	$ 1500
1/3 page	$ 1000
1/4 page	$ 775
1/6 page	$ 550

20% premium for outside back cover.
10% premium for inside covers.
Discounts for multiple insertions.
Full design and production services are available for a fee.
Ask about special rates for not-for-profit organizations, and inserts.

All ads are full colour. Rates are net of agency commission. 5% GST not included.

CONTACT US

Beth Ed 403 243 5334 ext. 1 sales@albertaviews.ab.ca
Fax: 403 243 8599 Toll-free Alberta: 1 877 212 5334

PLEASE SEND ADVERTISEMENTS TO:

creative@albertaviews.ab.ca
FTP available for files larger than 5 MB
403 243 5334 ext. 227
(Toll-free in Alberta: 1 877 212 5334)

FILE REQUIREMENTS

CMYK, HIGH RESOLUTION (300 dpi)
Convert all RGB, spot and Pantone colours to 4-colour process CMYK.

ACCEPTED FILE FORMATS

PDF: Embed all fonts. No image compression. Use JPEG high quality. Turn off OPI. InDesign: Pre-flight check. Package images & fonts.
EPS: Include fonts or convert to outline. Rasterize effects to 300 dpi. Turn off overprint. Save with 8-bit preview and thumbnail.
TIF, JPEG high quality, EPS with 8-bit preview.
WE DO NOT ACCEPT Windows TrueType fonts, or ads built in Microsoft Word, Excel, Publisher or Adobe PageMaker.

FULL PAGE ADS

Full page ads requiring a bleed should be built to trim size and have images or graphics extended 0.25 inch beyond each edge. All text should be at least 0.5 inch inside the trim size edge.

PRINT SPECIFICATIONS

Web offset on FSC coated gloss. 133 lpi.
Cover stock (8 pp.): 60lb. Text stock: 45lb.
Saddle stitched. Finished trim: 8.25” x 10.75”.

ADVERTISING POLICY

Acceptance of any advertisement in *Alberta Views* is at the sole discretion of the publisher. All copy and graphics are subject to the publisher’s approval.