

# MECHANICAL REQUIREMENTS

## SOUVENIR PROGRAM (FULL COLOUR)

Full Page Ad (with bleed):

Live image area: 7 1/2" w x 10" h

Bleed Size: 9" w x 11 1/2" h

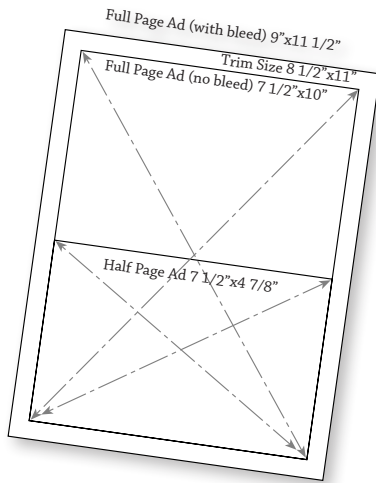
Trim Size: 8 1/2" w x 11" h

Full Page Ad (without bleed):

Live image area: 7 1/2" w x 10" h

Half Page Ad (horizontal only):

Live image area: 7 1/2" w x 4 7/8" h



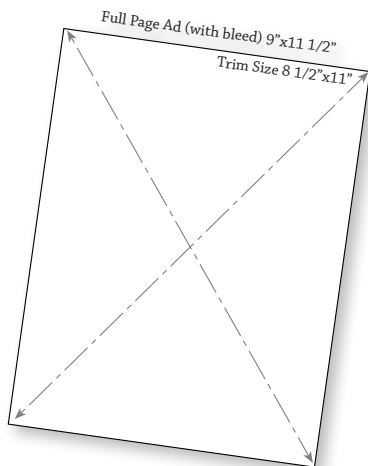
## DAILY RECAP (FULL COLOUR)

Full Page Ad (with bleed - vertical format):

Live image area: 8" w x 10 1/2" h

Bleed Size: 9" w x 11 1/2" h

Trim Size: 8 1/2" w x 11" h



# GUIDELINES FOR SUPPLYING DIGITAL ARTWORK

**PREFERRED PROGRAMS** (Mac) – Press Quality PDF's.

Optional Programs: Illustrator CS, InDesign CS, Photoshop CS.

**FONT INFORMATION** Preferred Method – Convert text to paths, curves or outlines. Please remember when using this method, text becomes an object and the text can no longer be edited.

Accepted Method – Supply all fonts used on disk. Please supply both the printer and screen fonts.

**COLOURS** Do not specify spot colour printing within your project. If you need a specific colour match, specify the Pantone number and convert to process. We cannot run spot colour for specific ads.

**SUPPORT FILES** Support files of your artwork are required (fonts, eps' tif's).

**FILE TRANSFER** Mail CD (Mac format) to:

Northlands

Attn: Darcy Potratz

Box 1480, Edmonton, Alberta, T5J 2N5

or e-mail file to:

dpotratz@northlands.com

(please limit compressed file size to 20 MB)

or FTP (over 20 MB): ftp.northlands.com

User ID: darcy.northlands.com

Password: 1879

(Notify Darcy when FTP file transferred at the e-mail above)

**NOTE:**  
All artwork must have a line screen of 150 lines, a resolution of 300 dpi and a colour proof must be supplied.

**HARD COPY** Please supply a printout hard copy of all disk artwork.

The hard copy can also be faxed to 780.471.8176.

**SCANNING** Line Art – When artwork does not have any screens or pictures, art should be scanned as line art (not half tone), saved at 300 dpi and at 100% of placed size.

**COLOUR PICTURES** Please convert all scanned photos/images to CMYK.

**SAVING FILES** We will accept compressed files such as Disk Doubler and Stuffit for Mac. Save as a self-extracting archive (.sea) when possible.

Do not save artwork at a lower resolution to create a smaller file, as we cannot adjust the artwork to a higher resolution. Low resolution files result in choppy type and fuzzy pictures. All artwork must have a line screen of 150 lines, a resolution of 300 dpi and a colour proof must be supplied.

Another option is to e-mail your art directly to us. Include your company name and phone numbers in the body of the e-mail letter and fax us a hard copy of the art to ensure receipt. Files larger than 20 MB may be uploaded via FTP or sent to us using other acceptable file storage methods such as CDs or DVDs.

**UNSUITABLE FILES** Word processing files such as Microsoft Word or Publisher, etc., are not suitable for prepress.

*The* **SPENDING POWER** *of rodeo fans makes*  
*advertising at* **CFR** **ESSENTIAL TO YOUR BUSINESS.**

# CFR ADVERTISING CONFIRMATION FORM

**PAYMENT DEADLINE: Wednesday, September 1, 2010**

**BILLING INFORMATION**

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: ( ) \_\_\_\_\_ Fax: ( ) \_\_\_\_\_

E-mail: \_\_\_\_\_

**Indicate your advertising preference below (all pages are printed full colour)**

<p><b>SOUVENIR PROGRAM</b></p> <p><input type="checkbox"/> Outside Back Cover \$ 2,700</p> <p><input type="checkbox"/> Inside Back Cover \$ 2,400</p> <p><input type="checkbox"/> Inside Front Cover \$ 2,400</p> <p><input type="checkbox"/> Full Page \$ 1,600</p> <p><input type="checkbox"/> Half Page \$ 1,000</p>		<p>Sub-Total \$ _____</p>
<p><b>DAILY RECAP</b></p> <p><input type="checkbox"/> Outside Back Cover \$ 3,775</p> <p><input type="checkbox"/> Inside Back Cover \$ 3,775</p> <p><input type="checkbox"/> Inside Front Cover \$ 3,775</p>		<p>Add 5% GST \$ _____</p> <p>Total Due \$ _____</p>



**TERMS AND CONDITIONS**

Agreement entered into this \_\_\_\_\_ day of \_\_\_\_\_, 2010, between Northlands, hereinafter referred to as the 'Publisher' and \_\_\_\_\_ hereinafter referred to as the 'Advertiser'.

**Both parties agree to the following terms and conditions:**

Advertising fee is payable to the Publisher in full (cash, cheque or money order) by payment deadline indicated. A charge of \$25 will be levied for all NSF cheques. The Publisher reserves the right to cancel all advertising space if payment is not received in full.

**MAIL/COURIER PAYMENT & COMPLETED FORM TO:**

Northlands – Marketing, Attn: Jennifer Lovallo  
 #201, World Trade Centre Edmonton  
 9990 Jasper Avenue  
 Edmonton, AB T5J 1P7  
 Fax completed form to 780.498.6070

*Take advantage of these great annual advertising opportunities **TODAY!***

\_\_\_\_\_  
 Northlands Representative Advertiser

