AD SIZE SPECIFICATIONS

All "print-ready" digital ad files must be in one of the following formats: **Adobe Illustrator EPS** (with all fonts outlined) or **Adobe PDF** (High Resolution "Press Quality" only with all fonts embedded).

All images and logos must be converted to **CMYK colour** and be at least **300 DPI**. Please include colour proofs for reference. We assume no responsibility for accuracy when no proof is provided.

Business Card Ad Size

21p7 picas x 33 agates

3.597 inches x 2.357 inches

1/2 Page (Vertical) Ad Size

21p7 picas x 138 agates

3.597 inches x 9.857 inches

1/4 Page Ad Size

21p7 picas x 68 agates

3.597 inches x 4.857 inches

1/3 Page (Square) Ad Size

33 picas x 60 agates

5.5 inches x 4.286 inches

1/3 Page (Horizontal) Ad Size

44p3 picas x 45 agates

7.375 inches x 3.214 inches

1/2 Page (Horizontal) Ad Size

44p3 picas x 68 agates

7.375 inches x 4.857 inches

1/2 Page (Horizontal – FULL BLEED) Ad Size

Trim Size 50p3 picas x 75 agates
(add 1p6 pica bleed on sides and bottom)

Trim Size 8.375 inches x 5.357 inches
(add .25″ bleed on sides and bottom)

1/2 Page (Island) Ad Size

33 picas x 100 agates

5.5 inches x 7.143inches

Full Page (FULL BLEED) Ad Size

Trim Size 50p3 picas x 152.25 agates
(add 1p6 pica bleed on sides, top and bottom)

Trim Size 8.375 inches x 10.875 inches
(add .25″ bleed on sides, top and bottom)

Advertising Specifications for The Canadian Die Caster Magazine

All “print-ready” digital ad files must be in one of the following formats: Adobe Illustrator EPS (with all fonts outlined), Adobe PDF (High Resolution “Press Quality” only with all fonts embedded) or QuarkXpress (with all pictures, logos and fonts collected and sent with the file). All images and logos must be converted to CMYK colour and be at least 300 dpi. For full-page ads, please be aware that the final trim size of The Canadian Die Caster is 8.375” x 10.875” and text should not go right up to the border. Please include colour proofs for reference. The publisher assumes no responsibility for accuracy when no proof is provided.

Colour: The Canadian Die Caster is a full-colour magazine. Black and white or spot colour ads will be accepted, however are not subject to discounted rates.

All ads may be submitted via:
Email to: Editor
Meghan Howard at editor@diecasters.ca and MUST be accompanied by a laser copy faxed to 613-432-6840.

FTP site: this is available for large ad files. Please contact us at 1-866-809-7032 for the address and password information.

CD / DVD: You can mail an electronic copy of the ad, with accompanying hard copy proof to Attention: Meghan Howard, The Canadian Die Caster Magazine, 3-247 Barr Street, Renfrew, Ontario, K7V 4A6.

DESIGN SERVICES:
Ad design services are also available at an hourly rate. Let us work with you to create a print-ready, dynamic ad with the right message for your business!
Call or email us for more information.