

INTRODUCTION TO DISPLAY ADVERTISING IN VITALITY

A WORD ABOUT DIGITAL ADS... Vitality magazine treats digital ads as though they are camera-ready art. When we output your ad and compare it against the proof provided by you, we are simply checking to ensure we have received the correct ad, and that the file formats are compatible with our systems. We do not proofread ads for spelling, grammar or punctuation. The electronic ads you submit will not be retouched, enhanced or modified. What you supply is what we use. Any adjustments such as rearranging or sizing the ad to fit our dimension specifications will result in an additional surcharge depending on the amount of work involved. If you are unable to supply Vitality magazine with an electronic or digital file of your ad, Vitality magazine will typeset the ad for you. (Customers must supply a thumbnail sketch of how ad should be formatted, as well as originals of any pictures, logos, etc., that are to appear in the ad.)

All ads smaller than 1/2 page size, that are running in black and white, can be emailed to:

advertising@vitalitymagazine.com

All ads that have colour, or are a 1/2 page and larger, can be emailed to: **prepress@vitalitymagazine.com**

IMPORTANT: Before sending your ad, please make sure that it is the right size and it is in the **RIGHT COLOUR MODE** — an ad running in black and white should be sent in black and white. Colour ads should be saved with the colour setting as **CMYK** (not RGB). If you send a colour digital file for a black and white ad, you will be charged extra for the conversion to be made at our end.

For more details on acceptable formats, and guidelines for submitting your digital file please see the file "Electronic Guidelines".

☆ AD DEVELOPMENT WILL BE CHARGED AT A RATE OF \$40 / HOUR ☆

MINI (average production time: 1/2 hour)

1/8 PAGE (average production time: 1 hour)

Customer will be given an **estimate only** of production cost at time of ad reservation.

RESERVATION & ARTWORK DEADLINE DATES

ISSUE:	AD RESERVATION DEADLINE DATE:	ARTWORK DEADLINE DATE:
February	Jan 7	Jan 12
March	Feb 7	Feb 12
April	March 7	March 12
May	April 7	April 12
June	May 7	May 12
July/August	June 7	June 12
September	Aug 7	Aug 12
October	Sept 7	Sept 12
November	Oct 7	Oct 12
Dec/Jan	Nov 7	Nov 12

Vitality publishes 10 issues per year:

July/August and December/January are combined into one issue for the two month period

CREATING YOUR AD FOR VITALITY MAGAZINE

Vitality magazine only accepts ads from the following programs: Quark Xpress 7 • Adobe Illustrator (CC 2015 and lower) Adobe Photoshop (CC 2015 and lower) • Adobe Indesign (CC 2015 and lower) Corel Draw • PDF (High Res. - version 5.1.4 and lower)

PDFs from other programs are currently being accepted but are not guaranteed to work. You may be asked to remake the ad in an acceptable program if there are issues with the file.

For advice on how to prepare digital files in colour, contact Allen Ashby at (416) 964-0528, ext. 27

Quick notes on digital preparation for colour ads:

- Colour mode must be in CMYK if ad is running in colour
- Make sure all black (especially type) in your ad has the colour values C:0 M:0 Y:0 K:100 (CMYK) if running in colour
- All images should be converted to CMYK prior to importing into file
- All ads must have borders, no info should remain outside of ad ie.; crop marks, registration marks and/or text

For detailed information on how to create your ad please see the electronic guidelines.

All ads smaller than a 1/2 page can be sent to **advertising@vitalitymagazine.com** • Ads larger than a 1/2 page can be sent to **prepress@vitalitymagazine.com**

Please make sure that the ad space is reserved with the administration department before sending artwork. If your ad is larger than 8 mbs please contact: **prepress@vitalitymagazine.com** to send it via our FTP site.

LIABILITY WAIVER: Vitality magazine will not be held responsible for any errors in digital-ready artwork. Ads should be proofed by advertisers before submitting them to our office. Advertisers who have Vitality magazine typeset their ad are responsible for proofreading their emailed ad copy prior to publication. Vitality magazine will not be accountable for errors if not detected by the advertiser.

