

Single Page Trim: 9-1/4"W x 12"H
 Live Matter Safety: 1/2" from trim
 Gutter Safety: 1/8" each side of gutter

Bleed: 1/8" all around
 Binding Method: Saddle Stitch

Ad Unit	Non-Bleed Width x Height	Bleed Width x Height
Full Page	8-1/4" x 11"	9-1/2" x 12-1/4"
Double Page Spread	17-1/2" x 11"	18-3/4" x 12-1/4"
1/2 Horizontal Spread	17-1/2" x 5-3/8"	18-3/4" x 6-1/8"
1/2 Page Horizontal	7-3/4" x 5-3/8"	9-1/2" x 6-1/8"
1/2 Page Vertical	4" x 11"	4-3/4" x 12-1/4"
1/3 Page Horizontal	7-3/4" x 3-3/4"	9-1/2" x 4-1/2"
1/3 Page Vertical	3" x 10-1/2"	3-3/4" x 12-1/4"
1/4 Page Vertical	2" x 10-1/2"	2-3/4" x 12-1/4"
1/4 Page Square	4" x 5-1/4"	—
Banner	7-3/4" x 2-1/2"	9-1/2" x 3-1/4"

ADVERTISING SPECIFICATIONS

Film and native application files (i.e.: QuarkXPress™, Adobe Illustrator®, Adobe Photoshop®, etc.) are NOT accepted.

General Specifications:

- ACCEPTED FILE FORMATS: HIGH RESOLUTION PDF ONLY (PDF/X1- a preferred)
- ALL FONTS AND IMAGES used in artwork MUST BE EMBEDDED in PDF
- ARTWORK TO BE PROVIDED AT A MINIMUM RESOLUTION OF 300 DPI
- All art must be provided in CMYK process. NO SPOT COLOURS, NO RGB
- Files must be composite (all colours on one page)
- Ad must be provided at 100% (actual size)
- All trapping and overprints must be included in file
- The Bay Street Bull prints at 175 lpi (lines per inch)
- Standard trim and bleed marks must be included in pdf

Additional Colour Specifications:

- The maximum screen value of any one colour should not exceed 85%, unless it is to reproduce as the solid colour. Large areas of black coverage should have a 40% cyan support to ensure a deep black print

File Delivery Instructions:

- A) Email (unlimited size) tbs_bull@markintoshdesign.com
- B) FTP: address: ftp.markintoshdesign.com login: tbs_bull password: tbs2000 directory: ADs
- C) Art to be supplied on a Macintosh formatted CD-ROM delivered to: Mark Tzerelshtein/Markintosh Design
 111 Black Hawk Way, North York, ON M2R 3L7 t. 416.665.7707 cell 416.652.4639

All supplied disks must indicate the following:

- Contents (disk directory printout) • Advertiser Name • Ad Number • Issue Date
- Name and Contact Information (Name, Phone Number and Email)

The Bay Street Bull: 80 Park Lawn Road, Suite 208, Toronto ON M8Y 3H8 www.thebaystreetbull.com

National Advertising Sales: da ponte + company, 51 Turner Road, Toronto ON, M6G 3H7

Marion da Ponte, t. 416-653-4640, f. 416-653-5282, marion@daponteco.com

Caroline Ilaqua, t. 416-264-9256, f. 416-264-1532, caroline@daponteco.com

Retail Advertising Sales: Caroline Mildon, t. 416-467-0567, cmildon@sympatico.ca