

WESTERN FILMMAKER

ADVERTISING RATES & SIZES

Per issue charges: (plus HST)

BLACK & WHITE

(Production included)

1009	full page
596	1/2 page
396	1/4 page

FOUR COLOUR

For four color ads, a one-time production charge covering scans, design and film separations will apply each time an ad is designed or changed. Extra charges based on the complexity. Basic production is included.

1389	full page
976	1/2 page
776	1/4 page
1980	front inside cover
1980	back inside cover
2380	back cover

SPECIAL BEST BUY

(Black & White - 1/2 page editorial and 1/2 page ad)

796	1/2 x 1/2 Page (B&W)
1176	1/2 x 1/2 Page (Full Colour)

SPECIAL "GET LINKED" OFFER

For only \$100 added to any ad size you can get linked to our site.

WWW.WESTERNFILMMAKER.COM

TERMS

1st payment of 30% upon booking ad.

Balance to be paid when you receive your publication copy.

WESTERN FILMMAKER

Suite 121-9801 King George Blvd.
Surrey, B.C. V3T 5H5
Telephone 604-581-0559 Fax 604-581-5116
Toll Free: **1-888-248-9948**

MECHANICAL SPECS FOR SUPPLIED ADS / ARTWORK

Specifications for artwork supplied non-digitally:

Photos: no slides or transparencies; Logo's PMT or clean, printed, large version; Copy: appropriate length of text for ad size, written or typed in upper/lower case

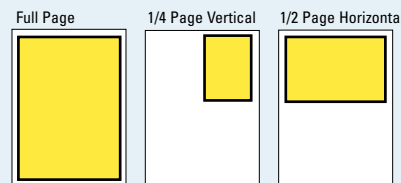
Specifications for artwork supplied digitally:

We use Adobe Creative Suite 3 on Macintosh Platform

- Up to these versions: InDesign CS3, Photoshop CS3, Illustrator CS3, Adobe Acrobat 8.
- EPS, TIFF, JPEG, PDF (no spot colour PDF's please).
- We do not accept graphic files saved in MS Word.
- Please ensure all Macintosh Fonts are supplied with EPS files. This includes both screen fonts and printer fonts. All Macintosh EPS files must be accompanied by all supporting/embedded graphics. The files will not print properly without either the graphics or fonts.
- Please keep your scan resolution to at least 300 dpi as well as your graphic files.
- Files larger than 10MB can be sent to our FTP site.
- All e-mailed ads must be titled with the name of the ad.

FILES MAY BE SENT THE FOLLOWING WAYS:

DVD, CD, FTP SITE or e-mailed to nextstep@shaw.ca



Ad Sizes

Book Trim Size: 8.25" x 10.75"

Full Page: 7.25" x 9.75"
keep text within: 7" x 9.5"

Bleed Page: 8.75" x 11.25"
keep text within: 7" x 9.5"

1/2 Page Horizontal: 7.25" x 4.75"
keep text within: 7" x 4.5"

1/4 Page Vertical: 4.75" x 3.5"
keep text within: 4.5" x 3.25"

E-Mail: brad@westernfilmmaker.com
Web site: www.westernfilmmaker.com