



## How to Supply Print Ads

Advertising material must be provided on disk, e-mail or FTP and **MUST** be accompanied by an actual-size, hard-copy proof – colour if applicable – with disk or sent by land if files are emailed. We will accept PDFs but we will not guarantee colours without proper pre-press colour proofs. Please check your material before sending as we are not responsible for proofreading.

### Preferred Format

Press-ready PDF files with fonts embedded and trim marks included.

### Accepted Applications

QuarkXPress, InDesign, Illustrator & Photoshop, or files “exported” from other applications following the specifications set out below.

### Artwork Files

Provide the original art file in its native format along with any imported images. Provide all fonts. Please ensure image resolution of 300 dpi for images and 1200 dpi for line art. All Adobe Illustrator files must have fonts outlined and all links embedded. Name any colours used in files with a unique name, not “blue” etc.

Identify the ad by the Advertiser Name. Include contact information for the graphic designer. Note: E-delivered ads must be accompanied by a colour proof sent by land or a PDF soft proof.

### Binding

Wiro. Coil shadow of 1/2” must be allowed for on both left and right sides of full page ads.

### Halftone Screen

Inside Pages and Covers and Tabs – 175 lpi

### Display Ad Dimensions

1/4 Page..... 4.5” x 2.0” Horizontal  
 1/2 Page ..... 4.5” x 4.0” Horizontal  
 Full Page (trim) .....5.5” x 8.5” Vertical  
 Full Page (bleed) add 1/8” on all bleed trim edges

*NOTE: Wiro binding. 1/2” coil shadow safety required on both sides for full page ads.*

### Prime Ad Placements

Tab Pages (Trim) ..... 5.5” x 8.5” (+1/2” tab)  
 Bleed.....6.25” x 8.75” (incl. tab)  
 Covers (Trim)... 6.125” x 8.5” Bleed: 6.375” x 8.75”  
 Bookmark (Trim) .....2” x 7” Bleed: 2.25” x 7.25”

### Production Charges

Advertising rates quoted are for space only. Production charges will apply for material not provided as specified and will be billed by BCS Communications Ltd. directly to the advertiser. Ad design and production charges:

- Full Page ..... \$330 each
- Half Page .....\$275 each
- Quarter Page .....\$195 each
- Output proof .....\$40 each  
*(if not supplied. Courier charges extra.)*
- Dearchiving and returning previous issue ad material to client..... \$100

### Logo Printed Size

Logo images will appear above listings as maximum of 0.75 inch tall by a maximum of 2.25 inches wide.

### Logo Submission

Logos must be submitted as tiff, eps or jpeg files with a minimum resolution of 300 dpi. NOTE - files gathered from a web site will typically not have the minimum 300 dpi resolution required for high resolution printing and will not be accepted.

*To supply banner ads for use on TSEvents.com, please see “How to Supply Web Ads” available at [www.TSEvents.com](http://www.TSEvents.com).*

### Email Submissions

Send all ads to:

**TSEventsAds@bcsgroup.com**

Send all logo files to:

**TSElogos@bcsgroup.com**

### FTP Transfer Submissions

We will accept ad material via FTP transfer. Please request instructions by sending an email to [tseventsads@bcsgroup.com](mailto:tseventsads@bcsgroup.com). We will reply with complete instructions.

### Send Ad Material to:

Toronto Special Events  
 c/o BCS Communications Ltd.  
 255 Duncan Mill Road, Suite 803  
 Toronto, Ontario M3B 3H9  
[tseventsads@bcsgroup.com](mailto:tseventsads@bcsgroup.com)

### Ad Material Questions?

Contact Craig Hanley at  
 BCS Communications Ltd.  
 416-421-7997 Ext. 318.