

Design Guidelines

It is important to us to ensure a quality advertising vehicle for our clients. For this reason, all pages of the book must follow the Design Guidelines listed below. We reserve the right to refuse art that does not meet the standards of the book and may, on some occasions, insist on a new or cleaner layout for an ad. Because the book is pocket-sized, it is easy to overcrowd an ad. It is our goal to help our advertisers have the most effective ad possible. Following the Guidelines and Suggestions will keep your ad working well for you.

DESIGN GUIDELINES

Your AD area can include:

- No more than one main image (photo). Can also include one small inset if wanted.
- No more than one logo.
- No more than 10 lines of type.
- Fonts no smaller than 7pt.

Your COUPON FRONT area can include:

- No more than one offer.
- Fonts no smaller than 7pt.
- MUST have a space left for us to print the line "Details on Reverse".

Your COUPON BACK area

- Please supply text only. We will format it to match the rest of the book for consistency.
- Limit of 52 characters per line, 7 lines of type maximum. First line must be your company name. No other info can appear on that line.
- No logos or graphics are permitted on the coupon back as they would compete with the ad on that page.
- Our artists will create a background colour for the back of the coupon that will match the colour used in the ad and coupon front.
- All coupons have the same expiry date (approximately 2 month shelf life from the time of publication).

Ad Area
4" x 2"

Coupon Back
2" x 1"

Coupon Front
2" x 1"

Suggestions for a better ad:

- Place your image on the left, text on the right.
- Use a strong background colour and good contrast throughout.
- The image should be roughly half of the ad area.
- Offer something people want.
- Include your contact number and website in the ad area (not the coupon area) so that it is retained.
- Change your offer with each issue.

TECHNICAL SPECIFICATIONS FOR SUBMITTED ARTWORK

- Have your ad professionally designed.
- Ads must be submitted in high resolution (minimum 300 dpi at 100% size).
- Art must have minimum 1/8" bleed on all sides.
- All art must be CMYK. Spot and RGB colours will NOT print.
- Art must be saved as either an eps, tif, or pdf.
- Fonts must be converted to outlines, pixels or embedded, or the font must be supplied in Mac format.