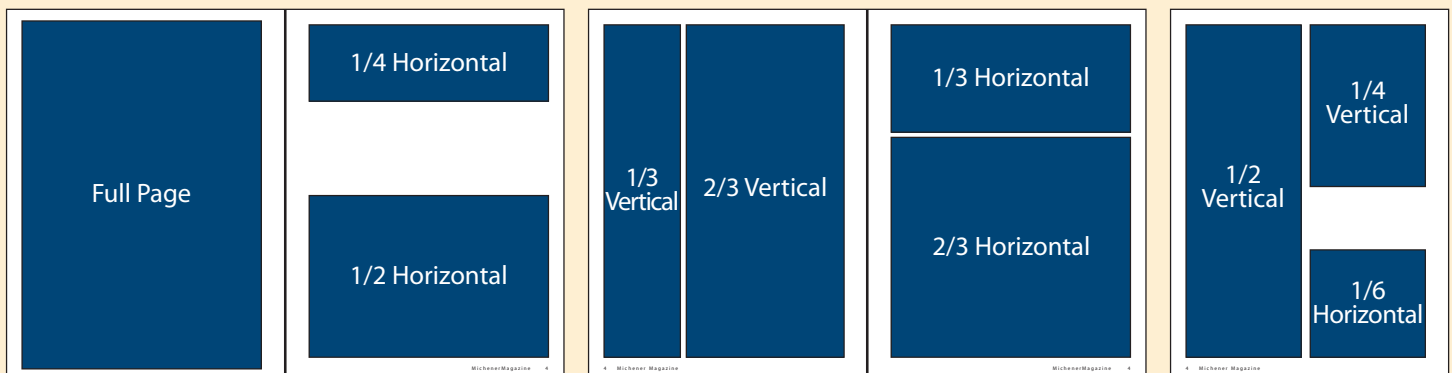


Frequency:	3 Annual Editions: Spring, Fall, Winter		
Circulation:	8,500 across Canada (mainly Ontario) to influential alumni, government, Michener stakeholders and community members, as well as key decision makers in the applied health care sector.		
Format:	8.5" x 11" letter format, offset printed, trimmed & saddle stitched		
Spring Issue:	Space booked: March 2nd	Art required: March 13th	
Fall Issue:	Space booked: June 8th	Art required: June 19th	
Winter Issue:	Space booked: September 15th	Art required: October 2nd	

Size/Placement	Dimensions	Rates	
Cover - Back/Inside		Black & White	Full Colour
Full Page with bleed (add 1/8")	8.5" x 11" (inside), 8.5" x 9.5" (back)	\$1,350	\$1,875
Full Page no bleed	7.5" x 10" (inside), 7.5" x 9.5" (back)	\$1,200	\$1,500
Internal			
2/3 Horizontal	7.5" x 6.4"	\$575	\$850
2/3 Vertical	7.25" x 10"	\$575	\$850
1/2 Horizontal	7.5" x 4.875"	\$325	\$625
1/2 Vertical	3.625" x 10"	\$325	\$625
1/3 Horizontal	7.5" x 3.2"	\$275	\$400
1/3 Vertical	2.375" x 10"	\$275	\$400
1/4 Horizontal	7.5" x 2.375"	\$175	\$275
1/4 Vertical	4.875" x 3.625"	\$175	\$275
1/6 Horizontal	3.625" x 3.2"	\$105	\$175
TRIM SIZE OF THE MAGAZINE: 8.5" X 11"			



advertising material requirements

MECHANICAL SPECIFICATIONS

- Digital files for ads of a size smaller than 10 MB may be sent by email to alumni@michener.ca
- Digital files for ads of a size larger than 10 MB should be copied to a CDR and couriered to Development & Alumni Relations, The Michener Institute, 222 St. Patrick Street, Toronto, ON, M5T 1V4
- All ads sent by courier to Michener must be accompanied by a proof.
- Include all linked files, e.g., logos, photos, fonts (Postscript), graphics (.tif or .eps).
- Photoshop, Illustrator, or inDesign in PC format are accepted.
- Black & white or colour PDF files are accepted (fonts embedded, press ready).

A HELPFUL LIST OF DOs AND DON'Ts

Do!	Don't!
<ul style="list-style-type: none">• Use your PR, Marketing, Media, or Art Department to design a professional ad. They may already have many ads designed, which can be slightly altered to be suitable for your needs. This will save you work, and provide professional quality, problem free files.• Include the appropriate number of words to comfortably fit the size of your ad. Also include your logo and all contact information in your ad.• Make sure all fonts are included. Postscript fonts are preferred.• All photo or graphic images must be .eps or .tif files and must have a resolution of 300 dpi. Black & white bitmap (not grayscale) graphics such as logos can be up to 1200 dpi.• Full page ads for inside and outside cover placement need a bleed of 1/8" on outside edges.• Full 4 colour ads or images must be converted to CMYK colour.	<ul style="list-style-type: none">• Do not send screen shots, gifs, or jpegs which are low resolution (72 dpi) copied from websites. Images must be high resolution 300 dpi.• Do not send RGB colour images.• Do not send Word, WordPerfect, or Microsoft Publisher files or graphics created in Microsoft Office. If a Word file or similar format is sent, the ad will have to be redesigned.• Do not stylize type (no <i>italics</i>, bold, <u>underlining</u> etc.) from the program menu toolbar. Choose bold or italic fonts from the font menu instead. Do not use Truetype fonts if possible.

