

INTRODUCTION TO DISPLAY ADVERTISING IN VITALITY

A WORD ABOUT DIGITAL ADS... *Vitality Magazine* treats digital ads as though they are camera-ready art. When we output your ad and compare it against the proof provided by you, we are simply checking to ensure we have received the correct ad, and that the file formats are compatible with our systems. We do not proofread ads for spelling, grammar or punctuation. The electronic ads you submit will not be retouched, enhanced or modified. What you supply is what we use. Any adjustments such as rearranging or sizing the ad to fit our dimension specifications will result in an additional surcharge depending on the amount of work involved. If you are unable to supply *Vitality* with an electronic or digital file of your ad, *Vitality* will typeset the ad for you. (Customer must supply a thumbnail sketch of how ad should be formatted, as well as originals of any pictures, logos, etc. that are to appear in the ad.)

All ads smaller than 1/2 page size, that are running black and white, can be emailed to:

advertising@vitalitymagazine.com

All ads that have colour, or are a 1/2 page and larger, can be emailed to: **prepress@vitalitymagazine.com**

IMPORTANT: Before sending your ad, please make sure that it is the right size and it is the RIGHT COLOUR — an ad running in black and white should be sent in black and white! Colour ads should be saved with the colour setting as CMYK (not RGB). If you send a colour digital file for a black and white ad, you will be charged extra for the conversion to be made at our end.

For more details on acceptable formats, and guidelines for submitting your digital file please see "Electronic Guidelines" attached.

☆ AD DEVELOPMENT WILL BE CHARGED AT A RATE OF \$40 / HOUR ☆

MINI (average production time 1/2 hour)

1/8 PAGE (average production time 1 hour)

Customer will be given an **estimate only** of production cost at time of ad reservation.

ARTWORK DEADLINE DATES

DEADLINE DATE:

January 7th	February
February 7th	March
March 7th	April
April 7th	May
May 7th	June
June 7th	July/August
August 7th	September
September 7th	October
October 7th	November
November 7th	December/January

*Vitality publishes 10 issues per year:
July/August and December/January are
combined into one issue for the two month period*

COLOUR - TYPES & PRICING

Note to designers: All Spot colours should be made in cyan, regardless of what PMS colour the ad will print.

For advice on how to prepare digital files in colour, contact Allen Ashby at 416-964-0528, ext. 27

ONE VARIABLE SPOT COLOUR - \$60 (*Vitality* chooses colour)

Please send the native file for this type of colouring.
We cannot accept PDF's for this type of ad.

ONE PROCESS SPOT COLOUR - \$100
(*Customer chooses from magenta, cyan or yellow*)

TWO PROCESS SPOT COLOURS - \$150
(*magenta & cyan, magenta & yellow, etc.*)

- Customer supplies colour separated digital file & colour proof.

ONE CUSTOM SPOT COLOUR - \$150
(*customer picks the colour from a Pantone spot colour key or Process colour key*)

- Customer supplies colour separated digital file & colour proof.

FOUR-COLOUR (PROCESS) CHARGES & SPECS

1/8 PAGE \$75, Super BZCD \$95, 1/4 PAGE \$175,
1/2 PAGE \$325, 3/4 PAGE \$500, FULL PAGE \$600

- Customer supplies colour separated digital file and colour proof.

Please make sure that the ad space is reserved with administration dept. before sending artwork.

If your ad is bigger than 5 mbs contact prepress@vitalitymagazine.com to send it via FTP.

LIABILITY WAIVER: *Vitality Magazine* will not be held responsible for any errors in camera-ready artwork. Ads should be proofed by advertisers before submitting them to our office. Advertisers who have *Vitality* typeset their ad are responsible for proofreading their faxed ad copy prior to publication. *Vitality Magazine* will not be accountable for errors if not detected by advertiser.