






## PROGRAM DIMENSIONS

Trim Size 8.5" x 8.5"

-  Full Page
-  Double-Page Spread
-  1/2 Double-Page Spread
-  1/2 Horizontal
-  1/2 Vertical

## PRODUCTION REQUIREMENTS

- All colours must be converted to CMYK.
- Minimum resolution of 300 dpi for all images and logos at 100%.
- Completed ad must be submitted as a press-ready high-resolution PDF.
- All ads, except full page ads, must have a defining border on all sides.
- All bleeds must extend 1/4" on each side – this ONLY applies to full-page ads, and double-page spreads. All other ads do not need bleed, but do require a 0.5 pt border.
- All files' ink-density levels (in image or graphic element) must not exceed 320%.

## RECOMMENDED SPECIFICATIONS

- We suggest the live area be 1/2" in from the trim size.
- We suggest designers use a "rich black" (except for text below 24 pt). 20%C - 20%M - 20%Y - 100%K.
- We cannot guarantee 100% colour accuracy.

## SUBMITTING ADS

Files **under** 5MB can be emailed to [ads@balletedmonton.ca](mailto:ads@balletedmonton.ca)

## AD DIMENSIONS (INCHES)

AD TYPE	WIDTH		HEIGHT
<b>Full Page w/ bleed (FPC)</b>	8.75"	x	8.75"
Live Area	8"	x	8"
Trim Area	8.5"	x	8.5"
<b>Double-Page Spread w/ bleed</b>	17.25"	x	8.75"
Live Area	16.5"	x	8"
Trim Area	17"	x	8.5"
<b>1/2 Double-Page Spread</b>	16"	x	3.625"
<b>1/2 Horizontal</b>	7.5"	x	3.625"
<b>1/2 Vertical</b>	3.625"	x	7.5"

\*All ads are full colour

**Trim Size (8.5" x 8.5"):** The actual physical size of the finished publication.

**Live Area (8" x 8"):** The area of the page occupied by the ad's images and text. All images and text must be within the boundaries of this area, except images which are intended to 'bleed' off the page.

**Bleed Area (8.75" x 8.75"):** The area used for ink to 'bleed' off the edges of the page so that no white edges occur when the publication is cut to Trim Size.

**Crop marks must be offset by 30 pt.**

