

Canadian Travel Press (Print) Advertising Units and Specifications

To make your advertising material creation and submission as seamless as possible, please read this information carefully and in its entirety.

DISPLAY ADVERTISING

All dimensions are width x depth

AD UNIT	Trim size	Minimum bleed	Live area	Gutter safety
Full Spread	19.125" x 13.25"	.125" all sides	18.375" x 12.5"	.125"
Full Page	9.5625" x 13.25"	.125" all sides	9" x 12.5"	N/A
Junior Page	7.125" x 10"	N/A	7.125" x 10"	N/A
Half Spread	18.375" x 6.25"	N/A	18.375" x 6.25"	.125"
Half Page	9" x 6.25"	N/A	9" x 6.25"	N/A
Junior Half Page	7.125" x 5"	N/A	7.125" x 5"	N/A
Junior Quarter Page	3.5" x 5"	N/A	3.5" x 5"	N/A
SPECIAL POSITIONS				
Outside Front Cover**	9.5625" x 10.425"	.125" all sides	9" x 9.875"	N/A
OFC Junior Quarter	5.25" x 3.25"	N/A	5.25" x 3.25"	N/A

**Our mailing label will be affixed/printed at the bottom left hand corner of the page (on your creative) and requires a white box measuring 3.5" wide x 1" deep – (horizontal or vertical to suit layout). Please position minimum 1/8" from trim.

ADVERTORIAL/CUSTOM CONTENT

If you are supplying the ADVERTORIAL already made up, please refer to the applicable Full Page or 1/2 Page specifications above. Advertorial must be created in the style of editorial.

If Baxter Media is creating the ADVERTORIAL for you, please supply the following assets:

FULL PAGE: 750 words in rich text format, three high resolution 300dpi (3000px) images, plus an eps of your logo;

HALF PAGE: 350 words in rich text format, two high resolution 300dpi (1500px) images, plus an eps of your logo.

MATERIAL SPECIFICATIONS, DEADLINES AND DELIVERY

Material must be supplied as Press-optimized PDF with all fonts embedded and subset, and created from a postscript file without OPI. All colors must be CMYK including gradients, and color management must be set to none. DeviceN shading/color and patterned tiles must be CMYK based.

Material is DUE minimum ten (10) days prior to issue date unless otherwise specified

ALL advertising and custom content materials must be emailed directly to Wayne Labourn (wlabourn@baxter.net) and CC'd to your Baxter Advertising Representative. Larger files may be sent as a link through large-file transfer services such as WeTransfer, DropBox etc.

Canadian Travel Press Digital Edition Advertising Units and Specifications

To make your advertising material creation and submission as seamless as possible, please read this information carefully and in its entirety.

DIGITAL ADVERTISING

All dimensions are width x depth

DIGITAL AD UNIT	Dimensions in inches	Format
Digital Left-Hand Page** (front cover adjacent)	9.5625 x 13.25	PDF
Digital Only Full Page (inside page)	9.5625 x 13.25	PDF
BANNER UNIT	Dimensions in pixels	Format
Email Top Leaderboard Banner	728 x 90 320 x 50*	jpeg, png, animated gif
Email Bottom Leaderboard Banner	728 x 90 320 x 50*	jpeg, png, animated gif
	*mobile equivalent	

MATERIAL SPECIFICATIONS, DEADLINES AND DELIVERY

DIGITAL AD UNITS:

Note - Zoom capabilities are not available for **this unit only in the digital edition platform. For clarity, it is recommended the advertising creative has a minimal amount of text, no reverse type (white on black) or text below 12pt (16px).

Material must be supplied as Press-optimized PDF with all fonts embedded and subset, and created from a postscript file without OPI. All colors must be CMYK including gradients, and color management must be set to none. DeviceN shading/color and patterned tiles must be CMYK based.

BANNER UNITS:

Banners must be supplied at 1:1 ratio; 72dpi at 100%. Animated gif's must be three (3) frames maximum. Please include a click through URL or tracking tag. Note: Third Party creative tags **are not** permitted.

Material is DUE minimum ten (10) days prior to issue date unless otherwise specified

ALL digital advertising and banner materials must be emailed directly to Wayne Labourn (wlabourn@baxter.net) and CC'd to your Baxter Advertising Representative. Larger files may be sent as a link through large-file transfer services such as WeTransfer, DropBox etc.