

Travel Courier (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	16.5" x 11"	.125" all sides	16" x 10"	.125"
Full Page	8.25" x 11"	.125" all sides	7.125" x 10"	N/A
Half Spread	15.5" x 5"	N/A	15.5" x 5"	.125"
Half Page	7.125" x 5"	N/A	7.125" x 5"	N/A
Quarter Page	3.5" x 5"	N/A	3.5" x 5"	N/A
Action Strip	7.125" x 1.5"	N/A	7.125" x 1.5"	N/A
SPECIAL POSITIONS				
Outside Front Cover**	8.25" x 8.875"	.125" all sides	7.75" x 8.375"	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.

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 seven (7) 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.

Travel Courier 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)	8.25 x 11	PDF
Digital Only Full Page (inside page)	8.25 x 11	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 seven (7) 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.

travelcourier.ca Advertising Units and Specifications

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DIGITAL ADVERTISING

All dimensions are width x depth

DIGITAL AD UNIT	Dimensions in pixels	Format
Sponsored Content:		
Text – Up to 700 words in the style of editorial	N/A	rich text / docx
Images – 3-5 images	1280 x 700	jpeg
Company logo (300dpi)	500 x 200	jpeg or eps
Gallery (optional) – up to 16 images (multiples of 4)	1024 x 602	jpeg
Video (optional) – under one minute in length	N/A	YouTube link
Flyer Page	1328 x 1650	jpeg
BANNER UNIT	Dimensions in pixels	Format
Front Page Feature Banner	620 x 350	jpeg, png, animated gif
Inside Page Showcase Banner (in conjunction with sponsored content or flyer page)	1875 x 750 Live area 625 x 750**	jpeg
Homepage Leaderboard Banner	970 x 90	jpeg, png, animated gif
Inside Page Sidebar Banner	250 x 250	jpeg, png, animated gif
Homepage Slider (weekly)	300 x 300	jpeg, png

** To accommodate viewing on mobile devices, text and logos (live area) must be kept within the center 1/3 of the banner.

MATERIAL SPECIFICATIONS, DEADLINES AND DELIVERY

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 on this site.

Material is DUE minimum seven (7) days prior to deployment 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.