



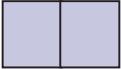






Smiles of Innocence
 memorial charity
In support of the SickKids Foundation

2016 MEDIA KIT

IMPORTANT DATES

GALA MAGAZINE	Booking Deadline	Material Deadline	Distribution
	October 12	October 21	November 12

ADVERTISING RATES

Advertisement	Trim Size (W x H)	Rate
 Double Page Spread	17" x 11"	\$1,750
 Back Cover	8.5" x 11"	\$2,500
 Inside Front Cover	8.5" x 11"	\$2,000
 Inside Back Cover	8.5" x 11"	\$1,500
 Full Page	8.5" x 11"	\$1,000
 1/2 Page	7.25" x 4.75"	\$750
 1/4 Page	3.5" x 4.75"	\$500

BLEEDS: Please add 0.125" bleed on each side for full page and double-spread ads. Ad type safety: 0.5" each side near trim.

ARTWORK: Photography, Design & Artwork Production (if required) are extra. Full Page \$300 • Half Page \$200 • Quarter Page \$150

AD SPECIFICATIONS

Platform: Macintosh platform required

Accepted File Formats: Press optimized Adobe PDF/X1a compliant files are preferred. However we will also accept the following formats, provided they include hi-resolution CMYK images and fonts: Adobe InDesign® CS4, Adobe Illustrator® CS3 or 4 and Adobe Photoshop® CS3 or 4.

***Artwork not supplied and that needs to be created by our art department will be charged the following:**
 Full Page \$300 • Half Page \$200 • Quarter Page \$150

Graphics: Raster images must be 350ppi at 100%. Uncompressed TIF files for images is preferred and EPS required for images with clipping paths. JPG files are NOT the preferred format for printing, but are acceptable if the resolution in 300dpi at 100%. Remove all colour profiles prior to saving files. Whatever Publishing Inc. does not assume responsibility for any images that infringe on copyright or royalties for supplied images.

Colour: All files must be saved in CMYK mode. RGB, Index or Pantone colours must be converted to CMYK prior to submitting artwork. RGB blacks converted to CMYK must be adjusted to single colour black with maximum ink density of 250% for specials. Non-compliant images will be automatically converted to CMYK. Whatever Publishing Inc. does not assume responsibility for discrepancies that may occur as the result of this conversion.

Fonts: Convert all fonts to curves or include fonts with source file(s). Font substitutions will be made for missing or non-compliant fonts. Whatever Publishing Inc. does not assume responsibility for content errors due to these substitutions.

FILE TRANSFER

Email: Application source files must be accompanied by a PDF file for use as a SOFT PROOF. Stuff or zip artwork and email to gina@impactnorth.com

*Server limitations require the attachment(s) to not exceed 6MBs. Any file exceeding 6MBs can be uploaded to our FTP site.

FTP UPLOAD INFORMATION

host: upload.whateverpublishing.com

user id: whateverup

password: uploadme

Files being submitted via FTP must be accompanied by a PDF soft proof sent via email to gina@impactnorth.com upon upload completion.