

# AD SIZES + SPECS

## MEETINGS + INCENTIVE TRAVEL MAGAZINE

SIZE	DIMENSIONS (W X H)
Double Page Spread + Bleed	16.25" x 10.75"
Full Page + Bleed	8.125" x 10.75" (Live area 7" x 10")
1/2 Page Double Page Spread + Bleed	16.25" x 4.875"
1/2 Page Island	4.5" x 7.5"
1/2 Page Vertical	3.375" x 10"
1/2 Page Vertical + Bleed	4" x 10.75"
1/2 Page Horizontal	7" x 4.875"
1/2 Page Horizontal + Bleed	8.125" x 5.45"
1/3 Page Vertical	2.125" x 10"
1/3 Page Vertical + Bleed	2.8" x 10.75"
1/3 Page Square	4.5" x 4.875"
1/4 Page Horizontal	7" x 2.25"
1/4 Page Vertical	3.375" x 4.875"
Marketplace—Business Card	3.375" X 2"
Marketplace—1/4 Page	3.375" x 4.3433"

### PLEASE NOTE

All ads with bleed **must include 0.125" bleed** on all sides. Also, please ensure there is a minimum of **0.35" type safety margin**.

### FILE REQUIREMENTS

Print ads must be supplied in a PDF/X-1a file. All fonts and images must be provided or embedded and meet print specifications (CMYK, 300dpi).

Preferred file type is a high-res, print optimized PDF, but we will accept the following file formats for Mac or PC : Adobe CS4: Illustrator, Photoshop, InDesign, and QuarkXpress. When providing these kinds of files, please ensure all linked images and fonts are included and your company name is on your file. Please contact your account manager for FTP instructions.

**CONTACT** | Accepted file types are listed above, files must be 300dpi. Please e-mail artwork to Alicia Lerma at [alicia@newcom.ca](mailto:alicia@newcom.ca)

# AD SIZES + SPECS



## MeetingsCanada.com

### RUN OF SITE ADVERTISING

SIZE	DIMENSIONS (W x H)	MATERIAL DUE	FILE TYPES	FILE SIZE
<b>Leaderboard</b>	728 x 90 px <b>and</b> 300 x 90 px (for mobile)		gif, swf, jpg	Max: 40k Flash: max 40K Back up: 40K
<b>Big Box</b>	300 x 250 px	5 business days prior to the first of the month		

### NEWSLETTERS

<b>Leaderboard</b>	728 x 90 px <b>and</b> 300 x 90 px (for mobile)		jpg Max loops: 3 <b>No:</b> rich media <b>No:</b> Flash	Max: 40k
<b>Big Box</b>	300 x 250 px	5 business days prior to the delivery date of the newsletter		

### E-BLASTS

Exclusive message with HTML links.  
Limited availability.  
Database segmentation available.

<b>E-Mail</b>	650 x 420 px	5 business days prior to the delivery date of the e-mail	jpg, PDF Accept rich media	Max: 40k
---------------	--------------	--	-------------------------------	----------

### BUYERS' GUIDE PREMIUM LISTING

Material can be uploaded to your listing effective immediately.

<p><b>Pictures:</b> jpg, jpeg, jpe, gif, png Optimal file size: 625 x 475 pixels</p> <p><b>Logos:</b> jpg, jpeg, jpe, gif, png Max. width: 275 px / Max. height: 175 px</p>	<p><b>Video:</b> mpg, mpeg, mpe, mov, qt</p> <p><b>Documents:</b> pdf, htm, html, shtml, txt, doc, dot, docx, xls, xlsx, ppt, pptx, rtf (Please include a title for each file)</p>
---	--