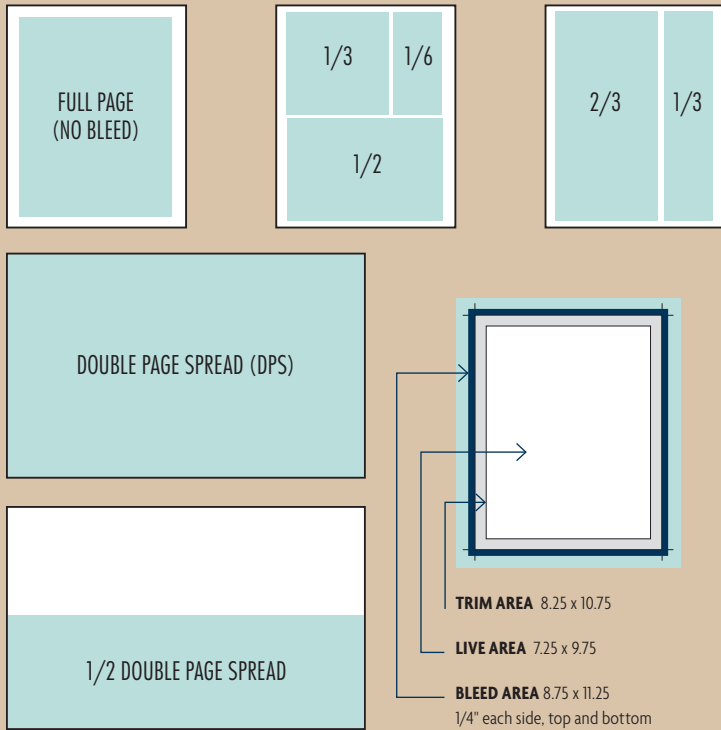




PRINT PRODUCTION SPECS



	WIDTH		HEIGHT
FULL PAGE BLEED	8.75	X	11.25
Trim area	8.25	x	10.75
Live area	7.25	x	9.75
DOUBLE PAGE SPREAD WITH BLEED	17	X	11.25
Trim area	16.5	x	10.75
Live area: left hand	7.25	x	4.75
Live area: right hand	7.25	x	4.75
2/3 VERTICAL	4.75	X	9.75
1/2 HORIZONTAL	7.25	X	4.75
1/3 SQUARE	4.75	X	4.75
1/3 VERTICAL	2.25	X	9.75
1/6 VERTICAL	2.25	X	4.75

REQUIREMENTS

- Images 400 dpi at 100% for print
- Images/graphics should not use any form of compression, including .jpeg compression, .jpeg encoding and LZW compression
- CMYK format
- Only press-ready PDFX1-A accepted

- Bleed must extend 1/4" on each side for FPC & DPS. 1/2 DPS should have 1/4" bleed on sides and bottom only
- All other ads require a defining border
- Ink density levels must not exceed 300%
- RedPoint cannot guarantee 100%

colour accuracy
 • RedPoint is not responsible for inaccurate information on advertisements

RECOMMENDED SPECIFICATIONS

- Place live area a 1/2" in from the trim size
- Use a "rich black" (except for text below 24 point) Suggested: C:20% – M:20% – Y:20% – K:100%

FILE DELIVERY

- Press-ready PDFX-1A are to be uploaded to addirect.sendmyad.com
- Must include company name, publication, and issue in the file name

CONTACT

Sales Traffic Coordinator
T: 403-781-1782
production@westjetmagazine.com



Automatic confirmations will be sent to the sender and publisher.