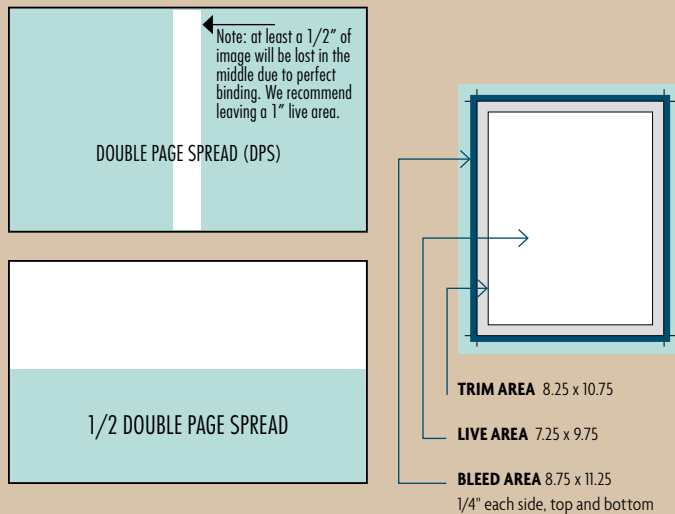
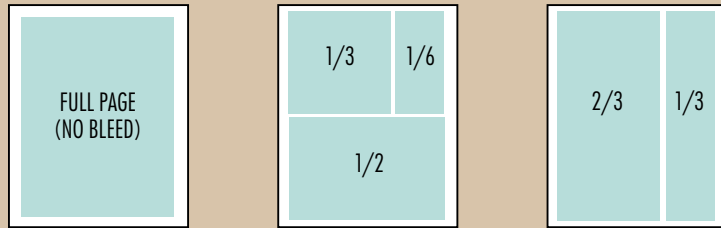


PRINT

PRINT PRODUCTION SPECS



	WIDTH		HEIGHT
FULL PAGE WITH BLEED (SEE DIAGRAM)	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	9.75
Live area: right hand	7.25	x	9.75
1/2 DOUBLE PAGE SPREAD WITH BLEED	17	X	11.25
Trim area	16.5	x	4.75
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 1/2" in from the

trim size NOTE: Double Page Spread ads will lose a minimum of 1/2" of image in the middle to perfect binding. We recommend a 1" wide live area down the middle of these ads.

- 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 adirect.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.