

### DEADLINES AND PLACEMENT

#### CITY GUIDES

ISSUE DATES **FRIDAYS**

AD CLOSING DATE **6 WEEKS BEFORE PRINT DATE**

ARTWORK DEADLINE **3 WEEKS BEFORE PRINT DATE**

No cancellations after artwork print date

Ad rates reflect a per ad cost based on frequency discount.

### FILE SUBMISSION

All artwork should be emailed to  
production@thecoast.ca

- Please include with your file the client name, a contact phone number and in which City Guide the ad should run.

- For files exceeding 10MB our dropbox information is as follows:

<https://public.me.com/thecoastoffice>

The password is beef41.trunk

### DESIGN, ON THE HOUSE

As a service to our advertisers The Coast provides complimentary typesetting and design services. We design ads on a first come first served basis so clients who get their materials in early get more attention paid to their ads. If you need our services call your sales rep for info on what we need to make your ad.



### CITY GUIDES

NO BLEED (EXCEPT FOR THE BACK COVER SPONSOR AD: 5.5 X 8.5" + BLEED)



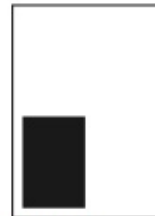
**DPS**  
10.25"W X 7.875"H



**FULL PAGE**  
4.875"W X 7.875"H



**1/2 HORIZONTAL**  
4.875"W X 3.687"H



**1/4 SQUARE**  
2.375"W X 3.687"H



**1/8 HORIZONTAL**  
2.375"W X 1.781"H  
**TILE**  
1.558"W X 1.781"H

**MARQUEE** 10.67"w x 1.625"h

**BACK COVER** 1.375"w x 6.45"h

**TRIPLE BOX** 4.4"w x 1.625"h - long

**DOUBLE BOX** 2.91"w x 1.625"h - long

**BOX** 1.375" w x 1.625"h

### ESSENTIAL MAPS

### PRINTING SPECIFICATIONS

- All ads should be built to the exact size (see above) and there should be no white space or information outside the active area. Artwork that does not conform to the modular sizes provided will be re-formatted, reduced, enlarged or framed at the discretion of The Coast.
- All artwork should be at least 240 dpi however 300 dpi is preferred.
- Fine lines and small type may be in color, but should use as few inks as possible. For colour type we recommend using heavier (bold) type that can survive small variations in registration.
- Blacks should be created as 100% K, or K plus one other color. Never create a black out of all four colors.
- The Coast cannot guarantee exact colour matching or perfect registration.
- When using white type on a dark background minimum type size should be 10pt and avoid using serif fonts.
- Print a copy of the ad before submission. Even though the ad may look fine on screen, it may not print as you expect it to.