

the times magazine is  
produced by walkerville publishing inc.  
560 chatham street west, windsor, on

**production guidelines**

**Display Advertising:  
DIMENSIONS**

**Publication Specs:**

10" wide x 10" tall  
4 column grid  
cover: book stock, bright white  
inside: 70lb newsprint  
100 line screen/200 dpi  
scans @ 200 dpi

**Ad Sizes**

**Full Page**

9" x 9"

**Half Page Wide**

9" x 4.5"

**Half Page Tall**

4.5 x 9"

**Third Page Wide**

6.75" x 4.5"

**Third Page Tall**

4.5" x 6.75"

**Quarter Page Square**

4.5" x 4.5"

**Quarter Page Tall**

2" x 9"

**Quarter Page Wide**

9" x 2"

**Fifth Page Wide**

6.5" x 2"

**Fifth Page Tall**

2" x 6.5"

**Eighth Page Wide**

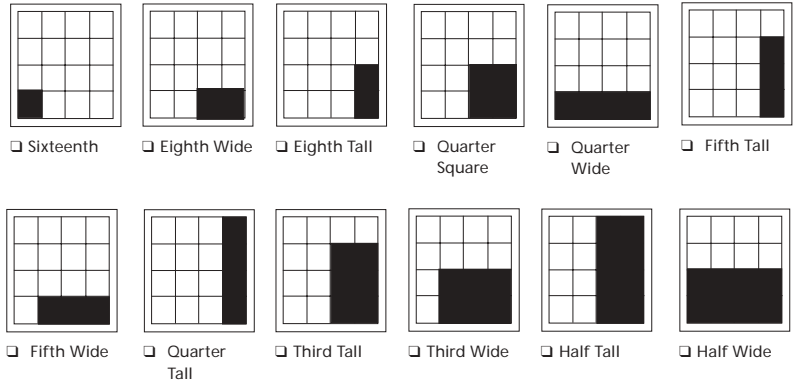
4.5" x 2"

**Eighth Page Tall**

2" x 4.5"

**One Sixteenth**

2" x 2"



**Electronic File Guidelines**

The TIMES magazine production team works on Apple Macintosh computers. We currently accept files designed in the following programs:

Adobe Photoshop®, Adobe Illustrator®

Adobe PageMaker®, Quark Xpress®

Macromedia Freehand®

Submit files on Zip 100 discs, CD-R, DVD-R, Floppy Discs

Preferred formats: TIF, JPEG, PDF, EPS

200 dpi/100 line screen

E.mail: sales@walkerville.com

**Publication Cycle**

- distributed last week of the month (example: end of May for June Issue)
- 13,000 copies printed
- 10,000 copies to all Windsor businesses by Canada Post®
- 3,000 copies through newstand sales and subscriptions