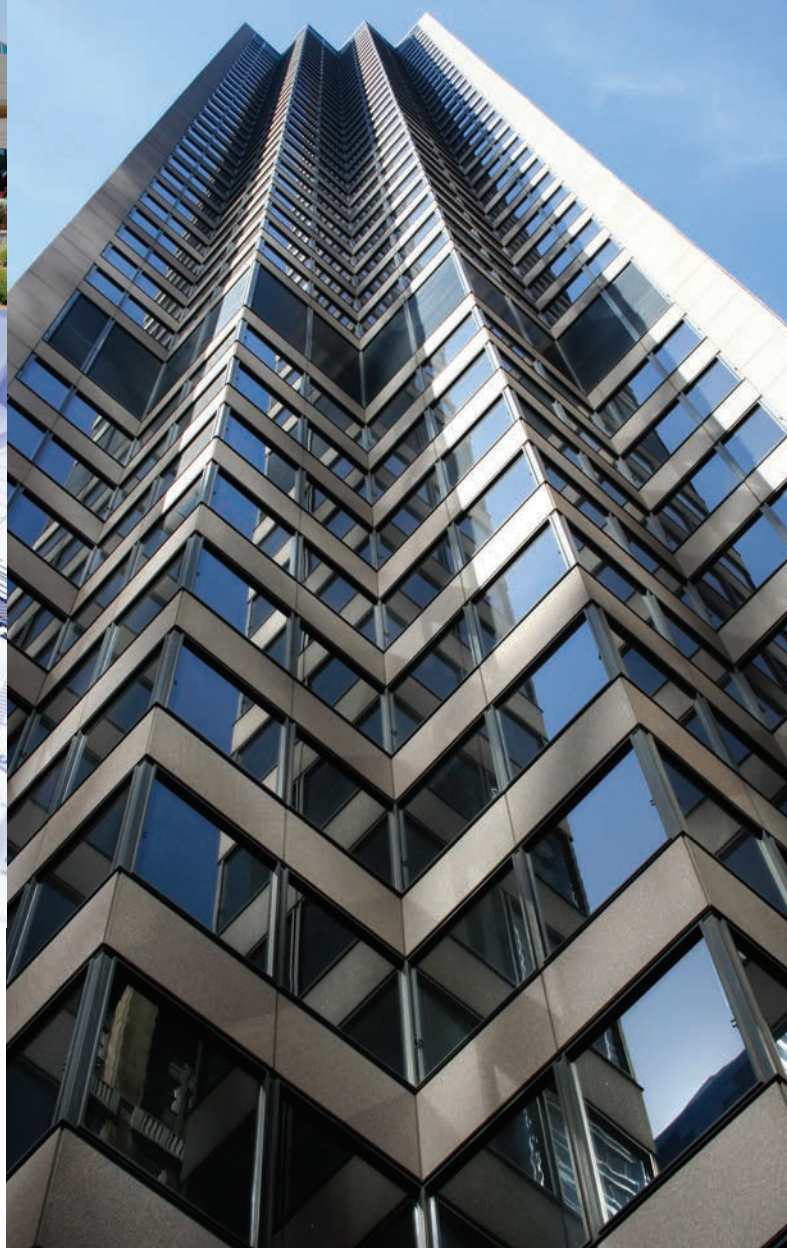


2016•2017



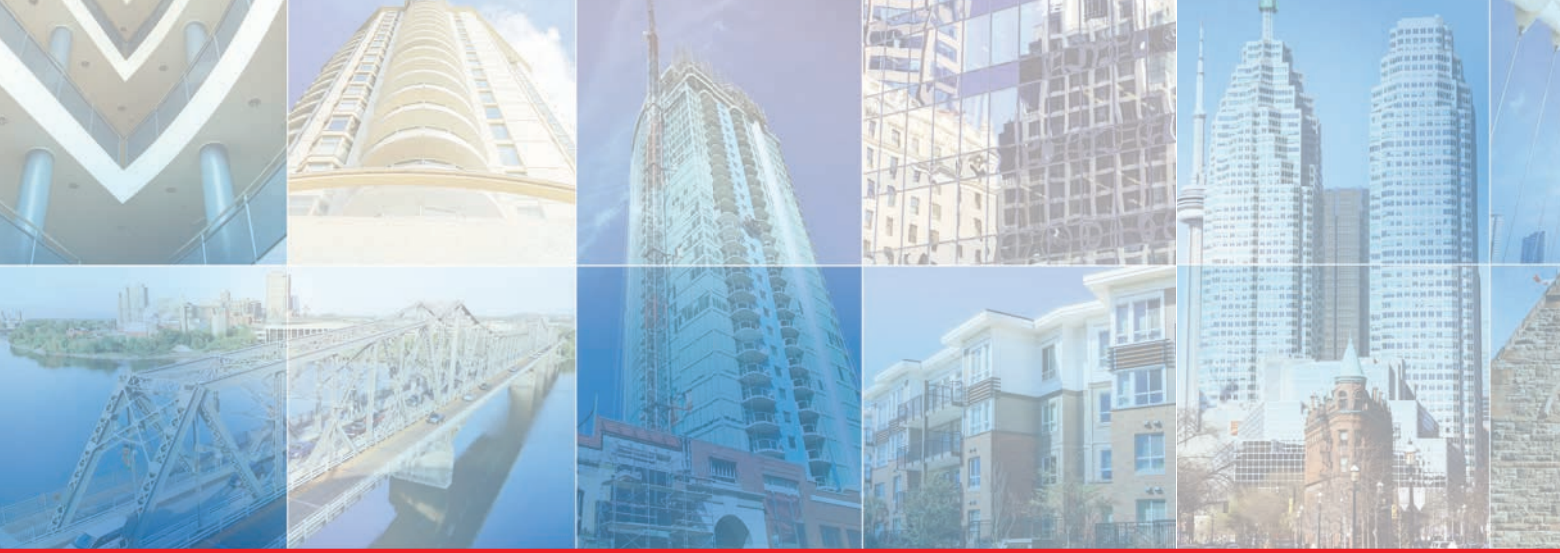
Construction Specifications Canada



Devis de Construction Canada



DIRECTORY of MEMBERS • RÉPERTOIRE des MEMBRES
MEDIA PLANNER



CSC Directory of Members

Documentation • Networking • Education



Reach influential construction professionals ... our members ... at a cost-effective price with an advertisement in the CSC 2016/2017 Directory of Members.

Its user-friendly digest-size means you can take the CSC Directory of Members with you anywhere you go.

As a Directory advertiser, your ad in the print edition is also included in the interactive digital edition. Online users can click on your advertisement and be instantly connected to your website.

Brad Noble • 416-777-2198, ext. 20 • bjnoble@csc-dcc.ca

Space closing:
September 9, 2016

Material closing:
September 16, 2016



Construction Specifications Canada
Devis de Construction Canada



CSC Directory of Members

Ad Mechanical Spec Sheet



For advertising and marketing information, call:

Brad Noble
Construction

Specifications Canada

Tel: 416-777-2198, ext. 20

Fax: 416-777-2197

E-mail: bjnoble@csc-dcc.ca



Ad Size	Width	Depth	Price
Outside Back Cover	6"	8-1/4"	\$2750
Inside Front Cover	6"	8-1/4"	1750
Inside Back Cover	6"	8-1/4"	1750

Full Page	6"	8-1/4"	1295
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1/2 Horizontal	5-1/2"	3-7/8"	775
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Business Card	3-5/8"	1-3/4"	395
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Rates posted are net and in Canadian funds.

Mechanical Specifications

Trim Size:	6"	8-1/4"
Bleed:	6-1/4"	8-1/2"
Live:	5-1/2"	7-3/4"

DELIVERY:

FTP: <ftp://ftp.kenilworth.com>

Admin user account: cscadmin

Password: csc7206ad

Mail:

Deliver advertising material (charges prepaid) to:

Construction Specifications Canada

120 Carlton St., Suite 312

Toronto, ON M5A 4K2



Mechanical Specs

Advertising Specifications

- Digital 4-colour process files only (CMYK*).
- PDF/X files preferred.
- Maximum 23 characters in file name.
- Ad material will be stored for 12 months and then discarded unless otherwise advised in writing by the advertiser or agency.
- The publisher is not responsible for changes to advertising material resulting from incorrect file preparation. Charges, billed at an hourly rate, may apply to alterations made to client files due to errors in ad size, type, or file format.

Supported Platforms

MAC, PC

Supported Applications

Adobe Distiller/Acrobat® X

- Convert all PMS/RGB colours to CMYK* prior to creating a PDF.
- Save all PDF files as PDF/X.

Adobe InDesign® CS6

- Include all fonts and supporting graphics. Graphics should be placed at a minimum of 300 dpi at 100% of size for continuous tone and 1200 dpi for line-art. All placed graphics should be saved as TIF, EPS or PDF/X. Use "Package" whenever possible and provide a preflight report.

Adobe Illustrator® CS6

- Convert all PMS/RGB colours to CMYK*. Graphics should be placed at a minimum of 300 dpi at 100% of size for continuous tone and 1200 dpi for line-art. Do not embed images unless originals are supplied. Supply all fonts or convert all text to outlines. Overprinting white text or colouring with 0% of another colour will not print. **Note:** outlined text cannot be altered.

Adobe Photoshop® CS6

- Convert all PMS/RGB colours to CMYK*.
- Supply all fonts or rasterize all type. Save file as a EPS, JPG, PDF or TIF with no JPG or LZW compression. Rasterized type cannot be altered.

Eps/Tif

- EPS and TIF files from other applications will be accepted but must be a minimum of 300 dpi at 100% of size and have all fonts outlined. Do not compress these files.
- Images or logos downloaded or saved from the Web are not usable for print.

Fonts/Text

- OpenType and PostScript Type 1, 2 or 3 fonts will be accepted. Provide both screen and printer fonts.
- If a font is not submitted with your advertising material, an attempt will be made to match the font as closely as possible. This may result in text reflow.
- Black text should be created at 100% black to avoid registration problems. Registration cannot be guaranteed for 4-colour black type.

Proofs

Publisher shall not be responsible for colour or colour trapping or advertising copy that does not include a Specifications for Web Offset Publications (SWOP) standard proof.† For more information on soft proofs, visit www.magazinescanada.ca/uploads/File/files/soft%20proofing-WP%20FINAL%20DOC.pdf

Accepted Media

CD-R, DVD-R

- Save files with ISO-9660 standard, readable by both Mac and PC Platforms. Label all media with the name of the publication, issue date, agency name, contact name, return address and phone number.

For further assistance with file preparation contact Production at (905) 771-7333 or (800) 409-8688 or e-mail production@kenilworth.com.

* Files in RGB colour space will not separate correctly. All RGB files will be converted to CMYK. The publisher is not responsible for shifts in colour due to the file conversion.

† For more information on SWOP standards, visit www.swop.org.