



# Creative Materials

For advertisements created by Canadian Homes and Cottages, advertisers must submit slides, transparencies or original photographs. We do not accept floppy diskettes.

## Production

**Drew Maynard**

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Mississauga, Ontario

L5N 6M5

Canadian Homes and Cottages will not be responsible for any advertising materials in our possession after one year. All advertising material/film is the property of Canadian Homes and Cottages until paid in full by the respective advertiser.

Include all your original graphics files. Copy all .eps, .tiff and any other file formats that have been placed or imported into your final layout to the disk with your layout file. Send a final laser proof/printout/pdf of your ad. Material should come with screen and printer fonts used in the advertisement. Make sure all .eps files are "single-file .eps's," not separation (or DCS) .eps files.

All colours must be designated as process (CMYK) colours: a combination of cyan, magenta, yellow, and/or black. Spot/Pantone colours and colours derived from red, green and blue (RGB) will not print.

Digital submissions via e-mail should include a .pdf file with the email for checking/positional purposes. All .pdf files submitted should be untrapped hiresolution CMYK files.

## Digital Advertisements

We accept Macintosh platform files only:

- Adobe Acrobat
- Adobe Illustrator
- Adobe Photoshop
- Adobe Indesign

## DigitalMedia Accepted

CD/DVD disks

## Printing Specifications

Web Offset

SaddleStitch

CMYK Colour Space

## Full Page Specifications

Live: 7.125" x 9.875"

Trim: 8.125" x 10.875"

Bleed: 8.375" x 11.125"

## FTP Information

Server: 204.92.21.171

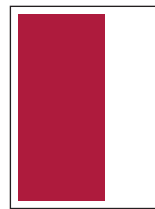
User: chc\_ftp

Password: chcUpload

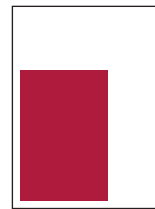
Effective Date: December 2009



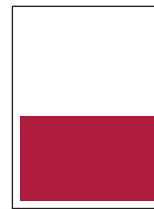
FULL PAGE  
8 1/8" X 10 7/8"



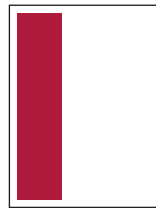
2/3 VERTICAL  
4 1/2" X 9 7/8"



1/2 ISLAND  
4 1/2" X 7 3/8"



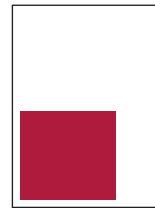
1/2 HORIZONTAL  
6 7/8" X 4 7/8"



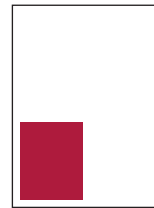
1/3 VERTICAL  
2 1/8" X 9 7/8"



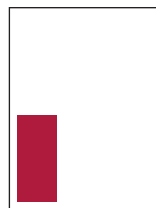
1/2 VERTICAL  
3 3/8" X 9 7/8"



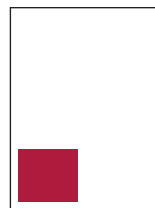
1/3 SQUARE  
4 1/2" X 4 7/8"



1/4 VERTICAL  
3 3/8" X 4 3/8"



1/6 VERTICAL  
2 1/8" X 4 7/8"



PRODUCTS & SERVICES  
3 3/8" X 3"



BUSINESS CARD  
3 1/2" X 2"