

# Green Business

## UPLOADING INFORMATION

### For Internet Browser (PC)

ftp://clbuser@ftp.clbmedia.ca  
User: clbuser  
Password: willthiswork  
Folder: Green Business Ads

### For Fetch, Transmit, etc.

ftp.clbmedia.ca  
User: clbuser  
Password: willthiswork  
Folder: Green Business Ads

Please Stuff or ZIP your files and call or e-mail your sales rep or production manager after files are uploaded. Files that are **under** 5MB can be emailed directly (stuffed or zipped).

## DIGITAL REQUIREMENTS

We accept digital files which meet the following criteria:

- Software: QuarkXpress, Photoshop, InDesign, Adobe Illustrator, high-resolution PDFs (2400 dpi - 150 line screen, all fonts embedded, CMYK and no spot colours)
- Illustrator and Photoshop files must be saved as .EPS or .TIFF files at 300 dpi with all images embedded and fonts as outlines
- Process colour ads must be supplied with a high-resolution, full-colour, contract quality proof to ensure proper reproduction
- Black and white ads must be supplied with a laser proof

## PLEASE NOTE:

We **do not** accept ads created in Microsoft Office/ Publisher programs, Corel Draw (only if exported to Illustrator), film, DCS or CopyDot files.

### For further information, please contact

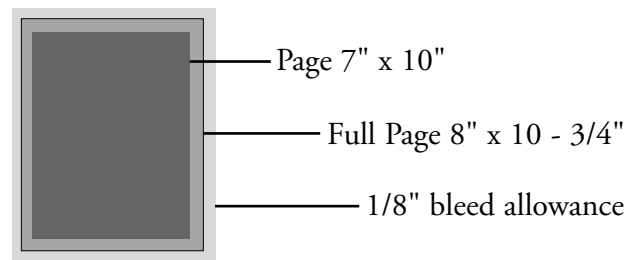
Lisa Drummond, Manager, Production  
e: ldrummond@clbmedia.ca  
t: 905-713-4373

## MECHANICAL REQUIREMENTS

Publication Trim size: 8" x 10 - 3/4"

Ad Size	Width	Depth
Full Page	7"	10"
Full Page Bleed*	8"	10 - 3/4"

\* add 1/8" bleed allowance on each side



Ad Size	Width	Depth
2/3 Page Vertical	4 - 1/2"	10"
1/2 Page Island	4 - 1/2"	7 - 3/8"
1/2 Page Vertical	3 - 3/8"	10"
1/2 Page Horizontal	7"	4 - 3/4"
1/3 Page Vertical	2 - 1/8"	10"
1/3 Page Square	4 - 1/2"	4 - 3/4"
1/3 Page Banner	7"	2 - 1/2"
1/4 Page Square	3 - 3/8"	4 - 3/4"
1/6 Page Vertical	2 - 1/8"	4 - 3/4"

## CONTACT US

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# Green Business

## RATE CARD

Ad Size	Width	Depth	1x	3x	6x
Full Page	7"	10"	\$8,220	\$7,810	\$7,418
2/3 Page Vert	4 - 1/2"	10"	\$6,459	\$6,137	\$5,834
1/2 Page Island	4 - 1/2"	7 - 3/8"	\$5,366	\$5,095	\$4,842
1/2 Page Vertical	3 - 3/8"	10"	\$5,366	\$5,095	\$4,842
1/2 Page Horizontal	7"	4 - 3/4"	\$5,366	\$5,095	\$4,842
1/3 Page Vertical	2 - 1/8"	10"	\$4,375	\$4,154	\$3,946
1/3 Page Square	4 - 1/2"	4 - 3/4"	\$4,375	\$4,154	\$3,946
1/3 Page Banner	7"	2 - 1/2"	\$4,375	\$4,154	\$3,946
1/4 Page Square	3 - 3/8"	4 - 3/4"	\$3,302	\$3,138	\$2,980
<b>Premium Space</b>					
<b>OBC</b>	8"	10" - 3/4"	\$9,864	\$9,372	\$8,902
<b>IFC DPS</b>	16"	10" - 3/4"	\$14,837	\$14,149	\$13,441
<b>IBC</b>	8"	10" - 3/4"	\$9,206	\$8,747	\$8,308

Charter Advertisers programs available, please contact your representative.

## SCHEDULE

ISSUE	Ad Space Close	Ad Material Due
January/February 2008	12-Nov-07	19-Nov-07
March/April 2008	16-Jan-08	23-Jan-08
May/June 2008	12-Mar-08	19-Mar-08
July/August 2008	12-May-08	20-May-08
September/October 2008	16-Jul-08	23-Jul-08
November/December 2008	15-Sep-08	22-Sep-08