

TECHNICAL REQUIREMENTS

The production of *Connecting Horizons Magazine* is done in a Macintosh environment. Supported programs include Adobe InDesign, Photoshop and Illustrator. Native application files from these programs (**INDD, PSD, AI**) will be accepted if sent along with all fonts, graphic files and scanned images, as per our graphic requirements.

The preferred format for ad files is **PDF**. It is important to ensure that the original page creation file and embedded graphics meet our graphic requirements prior to creating the PDF. The best results are achieved when compression is turned OFF and fonts are converted to outlines. Please send files without security.

Ads saved as **TIF** or **JPG** files will also be accepted; however, the printed quality of these files cannot be guaranteed. The biggest drawbacks to saving ads this way is that text and logos will likely appear blurry and text will not be editable if a last-minute error needs to be corrected.

Native application files from programs such as Microsoft PowerPoint, Microsoft Word, WordPerfect, or any other word processing program will NOT be accepted. Ads created in Corel Draw may be saved as **EPS** or **AI** files, with all fonts converted to outlines.

ARCHIVED & COMPRESSED FILES

The e-mail servers at *Connecting Horizons* will NOT accept archived or compressed files such as ZIP, SIT, or SITX formats. Please remove any compression before e-mailing, or send directly to the FTP site as per our instructions.

PHOTOS, GRAPHICS & FONTS

- Image files (such as TIF or JPG) must have a minimum resolution of 266 dpi (dots per inch) at 100%.
- Please do not send files taken from web sites — the resolution of internet graphics is not high enough.

- Graphics and photos should be saved in CMYK or Grayscale colour spaces (no RGB, LAB, or ICC color profiles, please).
- When possible, please include logos in your design that are saved as vector files (EPS or AI) to ensure the best printing quality possible.
- When sending native application files, please include copies of all screen and printer fonts appearing in the ad, as well as any fonts used in illustrations or EPS files. Use of a collection utility for this procedure will ensure that all necessary files are sent.
- To avoid any uncertainty regarding fonts and to ensure that text prints exactly as expected, it is also helpful to convert all text to outlines.
- *Connecting Horizons* reserves the right to make changes to ads as necessary. Digital proofs will be returned to clients for approval.

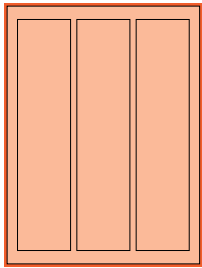
Contact **Patti Gresham**

Tel (807) 474-2636

Fax (807) 474-2658

Email pgresham@bearskinairlines.com

216 Round Boulevard, Thunder Bay, Ontario P7E 3N9



FULL PAGE AD • WITH BLEED
 Image Area: 8.125" wide x 10.875" tall
 With Bleed: 8.375" wide x 11.125" tall

MECHANICAL INFORMATION

Connecting Horizons is printed on a high-speed web offset press and is saddle stitched. We use a 133 lines-per-inch halftone screen, with a total density not exceeding 260%.

- TEXT AREA** 7.25" wide x 9.75" tall
- TRIMMED PAGE** 8.125" wide x 10.875" tall
- PAGE PLUS BLEED** 8.375" wide x 11.125" tall

DELIVERY INFORMATION

Files 8MB or smaller may be sent to the contact e-mail address. These files should be accompanied by contact information in case there are problems or questions about the artwork.

Larger files may be sent to the FTP site, accompanied by an e-mail with contact information and a list of files sent via FTP.

E-MAIL
 pgrisham@bearskinairlines.com

MAIL
 216 Round Boulevard
 Thunder Bay, Ontario P7E 3N9, Canada
 Attention: Patti Gresham

FAX
 (807) 474-2658
 Attention: Patti Gresham

FTP
 Server: ftp.good-design.ca
 User Name: bearskin_airlines@good-design.ca
 Password: guest

PRODUCTION, CHANGES & CANCELLATIONS

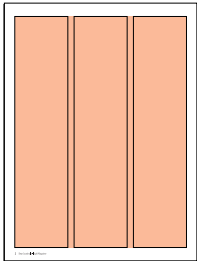
Necessary or requested production changes will be charged to the client. Expenses incurred as a result of the client's failure to conform to these specifications will also be the client's responsibility. Advertising inside the magazine may not be cancelled within 10 days of the Sales Deadline date. Advertising on covers may not be cancelled at any time.

Ad material designed by *Connecting Horizons* is strictly for use in this magazine and will remain their property until an agreed production charge has been invoiced to the client.

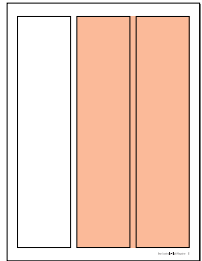
CONTACT INFORMATION

If you have any further questions, please contact Patti Gresham, Editor of *Connecting Horizons Magazine*:

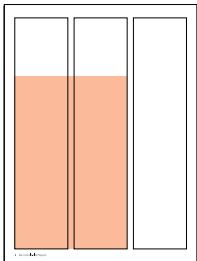
PHONE (807) 474-2636
E-MAIL pgrisham@bearskinairlines.com



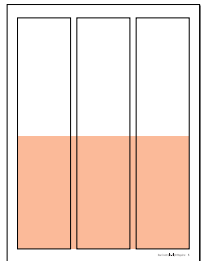
FULL PAGE AD • NO BLEED
 7.25" wide x 9.75" tall



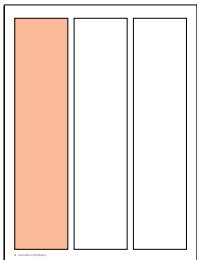
2/3 PAGE VERTICAL AD
 4.75" wide x 9.75" tall



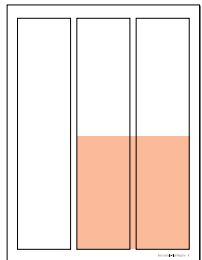
1/2 PAGE VERTICAL AD
 4.75" wide x 7.25" tall



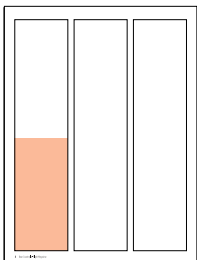
1/2 PAGE HORIZONTAL AD
 7.25" wide x 4.75" tall



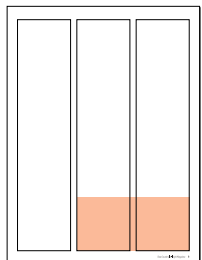
1/3 PAGE VERTICAL AD
 2.25" wide x 9.75" tall



1/3 PAGE SQUARE AD
 4.75" wide x 4.75" tall



1/6 PAGE VERTICAL AD
 2.25" wide x 4.75" tall



1/6 PAGE HORIZONTAL AD
 4.75" wide x 2.25" tall