

# 2017 BLONDE CONNECTION

## BOOKING DEADLINE

Monday, January 23rd, 2017

## AD/COPY DEADLINE

Monday, February 6th, 2017

### ADVERTISING RATES & SIZES

Full Page	400
Half Page	250
1/4 Page	150
1/8 Page	100

### ADVERTISEMENT SIZES | width (in inches) x height (in inches)

Back Cover / Inside Covers	8.375" x 10.875" (0.125" bleed / 0.25" margin required)
Full Page	8.375" x 10.875" (0.125" bleed / 0.25" margin required)
Half Page	7.5" x 5.0" (horizontal) / 4.5625" x 7.375" (vertical)
1/4 Page	3.3125" x 4.75" (horizontal) / 7.5" x 2.5" (vertical)
1/8 Page	3.5" x 2.1875"

### ADVERTISEMENT SPECIFICATIONS

All ads must be created to the exact dimensions of the ad space purchased. Blonde Magazine may alter ads not created to fit our templates.

TRIM SIZE is 8.375" x 10.875"

### DIGITAL MEDIA

Always remember that submitted artwork is printed "as is." We assume the work is color corrected, the images are adjusted to your satisfaction, all text is correctly spelled, and that the original submitted artwork is correct.

We accept files created with or convertible to the following software: **QuarkXPress, Adobe InDesign, Adobe Photoshop, Adobe Illustrator.** These can include **PDF, PNG, JPEG, GIF.** Microsoft Office programs such as PowerPoint, Word or Publisher are not considered true graphic programs and cannot be processed for printing. Corel Draw files must be exported as EPS or Adobe Illustrator files.

### SOFTWARE GUIDELINES

**QuarkXpress / InDesign:** Be sure to include all linked elements (images, logos, etc.) and fonts that you have used in the document. Make sure colors are defined as CMYK, and process color, not spot.

**Photoshop:** We use Photoshop to edit and correct all photographic images and complex illustrations. As with all submitted work, images should be sized and cropped to final size. Images should be in CMYK format with a resolution of 300 dpi or greater at 100% of size. Avoid using low resolution images. Graphic files originally created for internet use cannot be used effectively for printing.

**Illustrator:** Make sure colors are defined as CMYK. Convert all text to curves/outlines whenever possible to avoid font problems. If images are <sup>3</sup>embedded<sup>2</sup> in the illustration, make sure they are properly sized and cropped in the originating program prior to importation. If images are <sup>3</sup>linked<sup>2</sup> in the illustration, be sure to supply each linked file separately.

### FONT SIZES

We recommend that all text be converted to curves/outlines by the originating program. This avoids the many problems associated with various font styles, formats and originators. While this will render text uneditable, it can be sized and manipulated like any other graphic element. If the text must remain editable, or if the text cannot be converted to outlines, the screen and printer fonts must both be submitted with the job.

### COLOR

All images must be CMYK or grayscale. No RGB. Screens less than 10% should not be used. When creating or choosing new colors, make sure they are converted to CMYK. No spot colors, RGB, etc. (this includes art created in Illustrator or Freehand). All PMS colors developed within any program will automatically be converted to four color process for printing.

### RESOLUTION

Design files should be at 300dpi or higher.



## What the 2017 Blonde Connection will provide to advertisers:

- The best opportunity to reach a wider Commercial and Purebred Blonde audience with an expanded distribution in relation to the member newsletter.
- Every member (those listed on CLRC website) will receive a hard copy of the magazine.
- Every person who has had a Blonde animal transferred into their name by the CLRC in the last five years will receive a hard copy of the magazine.
- Hard copies will be sent to commercial mailing lists in each of the provinces (where available).
- Each Province will receive copies for distribution at trade fairs.
- Virtual copies will be available on the CBDA website and any other Blonde websites that wish to post it.
- Emails will be sent to international interests directing them to the on-line version.