



SAD  
MAG

# Sad Mag Advertising

*Sad Mag* is distributed in clothing, book, and music retailers on Main Street, Commercial Drive, West 4<sup>th</sup>, Davie Street, Downtown, Gastown and at select art events and festivals.

## Deadlines Dates

July summer issue:	June 28 <sup>th</sup> , 2010
October fall issue:	September 27 <sup>th</sup> , 2010
January winter issue:	December 20 <sup>th</sup> , 2010
Distribution quantity:	4,000

## Display Rates

Size	1 issue	2 issues	3 issues	4 issues
Back cover	525	525	525	525
Inside back	485	460	437	415
Full page	425	403	383	364
<sup>2</sup> / <sub>3</sub> Page	290	275	261	248
<sup>1</sup> / <sub>2</sub> Page	210	199	189	180
<sup>1</sup> / <sub>3</sub> Page	140	133	126	120
<sup>1</sup> / <sub>4</sub> Page	100	95	90	85

All rates are net in Canadian dollars and do not include GST.

## Production Notes

Production charges are included in the rates above for basic prep work.

For ads requiring basic layout, the customer must provide: (a) mock-up, (b) logo, (c) text and (d) image (photo) if required.

Revisions will be limited to two proofs at no charge, after which an hourly rate or portion of will apply. Charges will apply to extensive design and/or multiple revisions.

## Mechanical Requirements

Size	Width	Height
Full page trim size	8 <sup>1</sup> / <sub>8</sub>	10 <sup>13</sup> / <sub>16</sub>
Full page bleed	8 <sup>3</sup> / <sub>4</sub>	11 <sup>1</sup> / <sub>4</sub>
Type area	7 <sup>1</sup> / <sub>8</sub>	9 <sup>13</sup> / <sub>16</sub>
<sup>2</sup> / <sub>3</sub> Horizontal	7 <sup>1</sup> / <sub>8</sub>	6 <sup>1</sup> / <sub>2</sub>
<sup>2</sup> / <sub>3</sub> Vertical	4 <sup>11</sup> / <sub>16</sub>	9 <sup>13</sup> / <sub>16</sub>
<sup>1</sup> / <sub>2</sub> Horizontal	7 <sup>1</sup> / <sub>8</sub>	4 <sup>13</sup> / <sub>16</sub>
<sup>1</sup> / <sub>2</sub> Vertical	3 <sup>7</sup> / <sub>16</sub>	9 <sup>13</sup> / <sub>16</sub>
<sup>1</sup> / <sub>3</sub> Horizontal	7 <sup>1</sup> / <sub>8</sub>	3 <sup>1</sup> / <sub>8</sub>
<sup>1</sup> / <sub>3</sub> Vertical	2 <sup>1</sup> / <sub>4</sub>	9 <sup>13</sup> / <sub>16</sub>
<sup>1</sup> / <sub>4</sub> Horizontal	7 <sup>1</sup> / <sub>8</sub>	2 <sup>3</sup> / <sub>8</sub>

Measurements in inches. Not all sizes available in every publication.

## Technical Requirements

**Please provide (order of preference):** PressReady PDF or PDF/X-1a file, Illustrator CS2 or lower EPS file with all fonts converted to outlines, InDesign CS2 file with all supporting files and PostScript fonts. Images should be 300 dpi. Please supply a proof of your ad and inquire for FTP information.

**Note:** When supplying logos for our publications, colour vector EPS files (such as those created in Adobe Illustrator) are preferred. If you do not have a vector version of your logo please supply a colour TIFF.

**Bleed ads:** Please keep all critical elements <sup>1</sup>/<sub>2</sub>" in from the trim.