

## Rates & Specs

(All rates are NET Canadian)

### The only national supplement in Canada directed to pet food producers.

If you supply ingredients or equipment to the pet food industry, you can't afford to miss being part of this important source of information for the Canadian market.

### 2020 Supplement Rates

Ad Size	1x	2x
Full Page	3,060	2,754
2/3	2,650	2,385
1/2 island	2,440	2,196
1/2	2,140	1,926
1/3	1,830	1,647
1/4	1,630	1,467

(all rates are NET Canadian/ad)

### PUBLISHED IN JUNE & NOVEMBER 2020

See editorial calendar for advertising deadline dates.

### Ad Specs (Measurements are in inches)

Standard unit size	Width	Height
full page (trim)	8-1/8	10-3/4
full page (bleed)	8-5/8	11-1/4
full page (live area)	7	10
2/3 page	4-5/8	10
1/2 page (island)	4-5/8	7-1/2
1/2 page (horizontal)	7	4-7/8
1/2 page (vertical)	3-3/8	10
1/3 page (1 column)	2-1/4	10
1/3 page (square)	4-5/8	4-5/8
1/4 page	3-3/8	4-7/8

### Print Ad Material Requirements

- > Please provide us with a PDF/X-1a:2001 file.
- > All fonts and images must be embedded and file flattened.
- > All colours MUST be CMYK or Grayscale.

### Where To Send Ad Materials

- > Upload your file(s) to:  
<http://vip.fbcpublishing.com>  
No user name or password required

#### For more info contact:

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# PETFOOD<sup>in</sup>CANADA

A supplement of Food in Canada magazine



BLEED  
8-5/8" X  
11-1/4"

LIVE AREA  
7" X 10"

FULL PAGE  
8-1/8" X  
10-3/4"

2/3 PAGE  
4-5/8" X  
10"

1/2 PAGE  
VERTICAL  
3-3/8" X 10"

1/2 PAGE  
HORIZONTAL  
7" X 4-7/8"

1/2 PAGE  
ISLAND  
4-5/8" X  
7 1/2"

1/3 PAGE  
(1 COLUMN)  
2-1/4" X 10"

1/3 PAGE  
SQUARE  
4-5/8" X  
4-5/8"

1/4 PAGE  
3-3/8" X  
4-7/8"