

# Rates & Specs

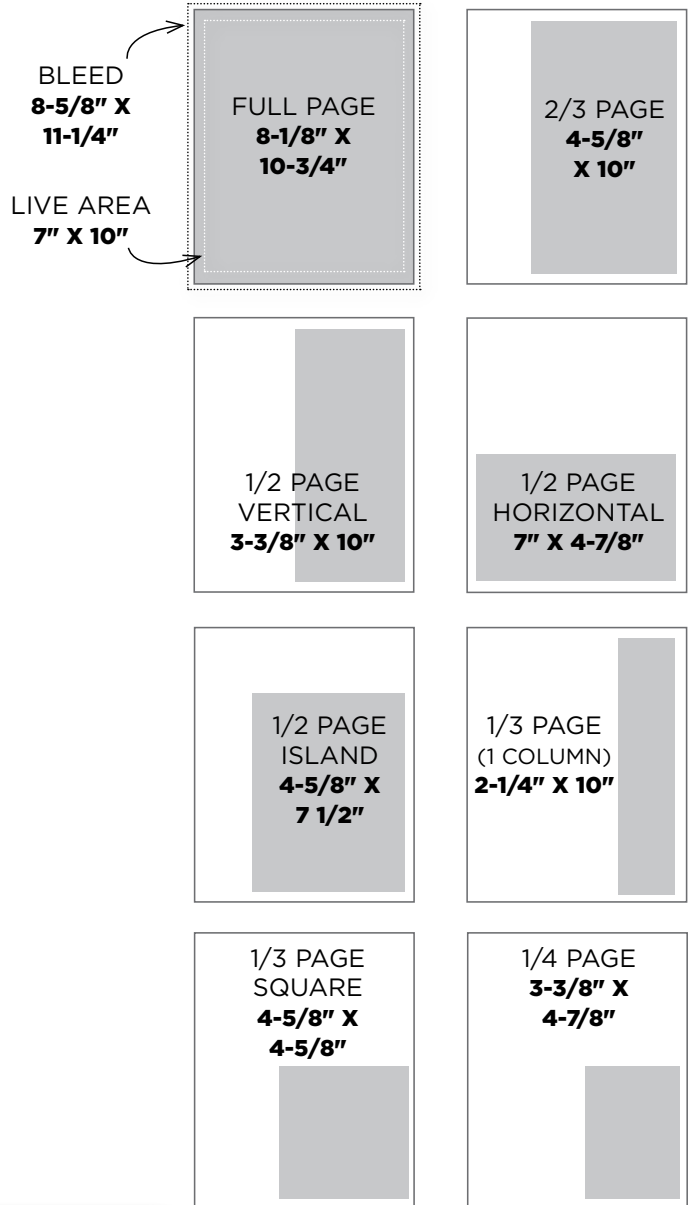
(All rates are NET Canadian)

## 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

# FOOD in CANADA

Canada's food & beverage processing magazine



## 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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**(204) 944-5765** [arlene@fbcpublishing.com](mailto:arlene@fbcpublishing.com)

## 2020 Print Rates/per ad or advertorial

	1x	3x	6x	9x
Full Page	7,280.00	6,988.80	6,770.40	6,406.40
2/3 Page	5,850.00	5,616.00	5,440.50	5,148.00
1/2 Island	4,995.00	4,795.20	4,645.35	4,395.60
1/2 Page	4,575.00	4,392.00	4,254.75	4,026.00
1/3 Page	3,740.00	3,590.40	3,478.20	3,291.20
1/4 Page	2,910.00	2,793.60	2,706.30	2,560.80

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