#### **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

# **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:

Arlene Bomback, Advertising Services Coordinator (204) 944-5765 arlene@fbcpublishing.com

### 2020 Print Rates/per ad or advertorial

	1x	<b>3</b> x	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

(All rates are NET Canadian)

# FOOD CANADA



