

CANADA'S MAGAZINE FOR COLLISION REPAIR PROFESSIONALS SINCE 1970

# Bodyshop

## 2012 Advertising Specifications

### PRINT MATERIAL SPECIFICATIONS & CONDITIONS

Printed offset, saddle-stitched.

**Supplied Inserts:** Contact publisher for specific mechanical requirements.

Note: Supplied inserts printed in U.S.A. must clearly show "Printed in U.S.A."

#### Standard Unit Sizes:

Publication Trim Size:	8-1/8" (206mm) x 10-7/8" (276mm)
Bleed Page:	8-3/8" (212mm) x 11-1/8" (282mm)
Live Type Area:	7" (178mm) x 10" (254mm)
Double Page Spread Trim:	16-1/4" (412mm) x 10-7/8" (276mm)
Double Page Spread Bleed:	16-1/2" (419mm) x 11-1/8" (282mm)
Column Width:	2-1/8" (53mm) (13 picas)
Column Depth:	140 agate lines
Double Column:	4-5/8" (118mm) (28 picas)
Columns per page:	3

### PRINT ADVERTISING MATERIAL DIMENSIONS

	WIDTH	DEPTH	WIDTH	DEPTH
FULL PAGE	7"	10"	178mm	254mm
DOUBLE PAGE SPREAD	16-1/4"	10"	412mm	254mm
2/3 PAGE VERTICAL	4-1/2"	10"	114mm	254mm
1/2 PAGE ISLAND	4-1/2"	7-1/4"	114mm	184mm
1/2 PAGE VERTICAL	3-3/8"	10"	86mm	254mm
1/2 PAGE HORIZONTAL	7"	4-7/8"	178mm	124mm
1/3 PAGE SQUARE	4-1/2"	4-7/8"	114mm	124mm
1/3 PAGE VERTICAL	2-1/8"	10"	54mm	254mm
1/3 PAGE HORIZONTAL	7"	3-5/16"	178mm	83mm
1/4 PAGE VERTICAL	3-3/8"	4-7/8"	89mm	124mm

### WEB AND E-NEWSLETTER ADVERTISING

Web ads can appear on [Bodyshopbiz.com](http://Bodyshopbiz.com), the weekly [Bodyshopbiz.com](http://Bodyshopbiz.com) e-newsletter, or both.

File types: JPG, GIF, Flash.

Size in pixels indicated.

	Pixels
Transitional Ad:	600 x 400
Leaderboard or Superbanner:	728 x 90
Big Box:	300 x 250
Skyscraper:	160 x 600
Keyword Banner:	234 x 60

### FILE DELIVERY FOR BODYSHOP MAGAZINE

We are set up to receive electronic files for Advertising and Editorial, via the Internet or on disk, in either Macintosh or PC platforms. Macintosh format is preferred.

The most common file delivery format in use is press optimized Adobe pdf format. Please ensure the pdf files are saved to the highest print resolution setting (MUST be Distilled with Press Optimized Settings, all fonts MUST be embedded).

Please contact us for additional file formats.

Please relay the method and time of transmission and file name(s) of your files to your sales representative and production manager Steve Hofmann at [shofmann@bizinfogroup.ca](mailto:shofmann@bizinfogroup.ca) so we may track, download, and pre-flight your advertisement as quickly as possible.

#### For Mac

(FTP1) Address: [bigftp.businessinformationgroup.ca](http://bigftp.businessinformationgroup.ca)

Username: bod

Password: body969

#### For PC from Browser

<ftp://creative:graphic@bigftp.businessinformationgroup.ca/Uploads>

It should take you directly to the Uploads folder but may then prompt for username and password, or just the password.

Username: bod

Password: body969

### DON'T HAVE ADVERTISING MATERIAL?

### CHECK OUT OUR FULL SERVICE ART DEPARTMENT!

Our Creative Advertising Services department can provide a cost effective, expert, and fast option for your advertising needs. Contact your rep.

### ADVERTISING INQUIRIES

Andrew Ross, Publisher

416-510-6763 or [aross@bodyshopbiz.com](mailto:aross@bodyshopbiz.com)

Jay Armstrong, Sales Manager

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Steve Hofmann, Production Manager

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### EDITORIAL INQUIRIES

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