

Jobber News

MAGAZINE

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

AUTOSERVICeworld.COM OPPORTUNITIES

Web ads can appear on Autoserviceworld.com, the twice weekly autoserviceworld.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 JOBBER NEWS

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 so we may track, download, and pre-flight your advertisement as quickly as possible.

For Mac

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

Username: job

Password: job079

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: job

Password: job079

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 REPRESENTATIVES

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