

# Advertising

Routes Media Inc.  
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**routes**  
 a rural hip lifestyle magazine  
 www.routesmagazine.ca

Ad Size	1x	2x	3x	4x
Full Page	1875	1781	1688	1594
1/2 Page	990	940	891	842
2/3 Page	1125	1068	1013	957
1/3 Page	750	712	675	638
1/6 Page	495	470	446	421
Back Cover	2250	2137	2025	1913
Inside Front/Back	1950	1852	1755	1658
1/12 page Square	240	228	216	204

Ad Dimensions	
1/2 Horizontal	7.487" x 4.75"
1/2 Vertical	4.875" x 7.362"
Full Page (w/bleed)	8.5" x 11"
Full Page (no bleed)	8" x 10.375"
Double Pg (w/bleed)	17" x 11"
1/3 Vertical	2.287" x 9.75"
1/3 Horizontal	7.487" x 3.037"
1/3 Square	4.875" x 4.75"
2/3 Horizontal	7.487" x 6.375"
2/3 Vertical	4.875" x 9.75"
1/6 Horizontal	4.875" x 2.162"
1/6 Vertical	2.287" x 4.75"
1/12 square	2.287" x 2.287"

prices are net and per issue  
 prices are for copy placement only  
 design fee is \$40/hour

Custom sizes, double page spread and group advertisements available through special order and pricing.

## Ad Copy Specifications:

Unless otherwise determined, ads must be submitted camera-ready as a PDF format with all fonts and images embedded and sized according to this document.

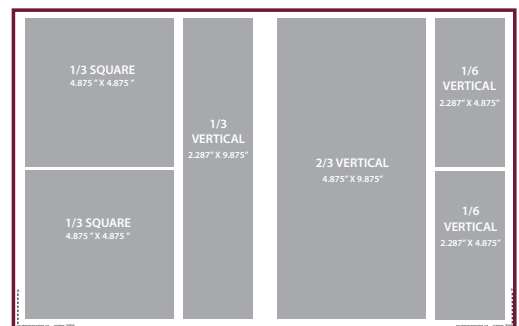
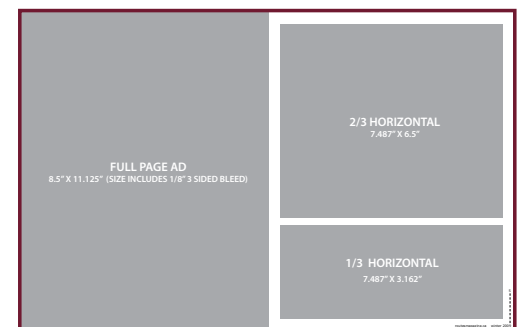
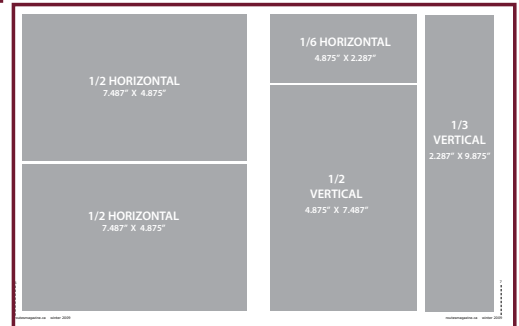
Files must be designed using Adobe programs such as Illustrator, Photoshop, Acrobat or InDesign. Files designed in Word cannot be used.

PDF files cannot be manipulated, changed or resized by our graphics department and will appear exactly as provided.

Ad proofs not complying to these specs will be subject to a minimum

**\$40/hour design fee.**

Color ads may not appear exactly as represented on our proofs. Routes Media Inc. will not be held liable for any inconsistency in color on any print advertising.



Issue	Booking Deadline	Proofing Deadline
Summer (June-July-August)	April 23, 2010	April 30, 2010
Fall (Sept-Oct-Nov)	July 23, 2010	July 30, 2010
Winter (Dec-Jan-Feb)	Oct.8, 2010	Oct.15, 2010
Spring (Mar-Apr-May)	Jan. 22, 2011	Jan. 29, 2011