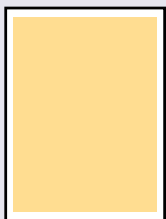


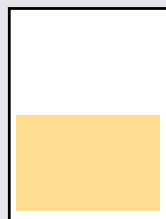
## DAILY COMMERCIAL NEWS AND CONSTRUCTION RECORD

Daily Commercial News is published 5 times a week, Monday through Friday.

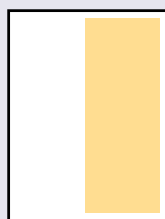
### Display Advertising Sizes



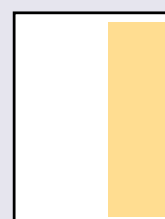
**Tabloid Page**  
10-3/8" W x 14-5/16" H  
263mm W x 364mm H  
6 columns x 200 lines  
1200 total lines



**1/2 Tab (Horizontal)**  
10-3/8" W x 7-1/16" H  
263mm W x 180mm H  
6 columns x 99 lines  
594 total lines



**1/2 Tab (Vertical)**  
5-1/8" W x 14-5/16" H  
130mm W x 364mm H  
3 columns x 200 lines  
600 total lines



**1/3 Tab (Vertical)**  
3-3/8" W x 14-5/16" H  
85mm W x 364mm H  
2 columns x 200 lines  
400 total lines



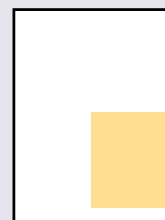
**1/3 Tab (Horizontal)**  
10-3/8" W x 4-11/16" H  
263mm W x 119mm H  
6 columns x 66 lines  
396 total lines



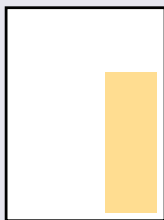
**Magazine Page**  
6-7/8" W x 9-1/2" H  
174mm W x 242mm H  
4 columns x 133 lines  
532 total lines



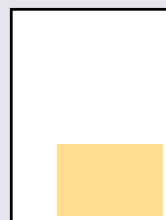
**2/3 Page**  
6-7/8" W x 7-1/16" H  
174mm W x 180mm H  
4 columns x 99 lines  
396 total lines



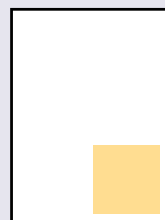
**1/2 Page (Island)**  
5-1/8" W x 7-1/16" H  
130mm W x 180mm H  
3 columns x 99 lines  
297 total lines



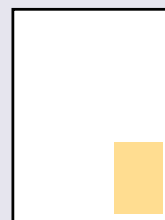
**1/2 Page (Vertical)**  
3-3/8" W x 9-1/2" H  
85mm W x 242mm H  
2 columns x 133 lines  
266 total lines



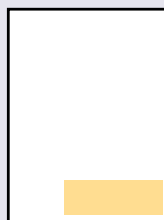
**1/2 Page (Horizontal)**  
6-7/8" W x 4-11/16" H  
174mm W x 119mm H  
4 columns x 66 lines  
264 total lines



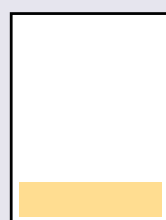
**1/3 Page (Square)**  
5-1/8" W x 4-11/16" H  
130mm W x 119mm H  
3 columns x 66 lines  
198 total lines



**1/4 Page (Vertical)**  
3-3/8" W x 4-11/16" H  
85mm W x 119mm H  
2 columns x 66 lines  
132 total lines



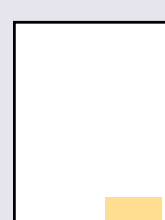
**1/4 Page (Horizontal)**  
6-7/8" W x 2-1/4" H  
174mm W x 58mm H  
4 columns x 32 lines  
128 total lines



**Banner**  
10-3/8" W x 2-1/4" H  
263mm W x 58mm H  
6 columns x 32 lines  
192 total lines



**1/2 Banner**  
5 1/8" W x 1 3/4" H  
130mm W x 44mm H  
3 columns x 25 lines  
75 total lines



**Front Page Earlug**  
3" W x 1-1/2" H  
76mm W x 38mm H  
2 columns x 21 lines  
42 total lines

Contact your Advertising Executive to find out more about additional advertising options.

## DAILY COMMERCIAL NEWS AND CONSTRUCTION RECORD

### MECHANICAL SPECIFICATIONS

1. **KIND OF PRINTING: WEB OFFSET**
2. **PUBLICATION TRIM SIZE: 11-1/2" WIDE X 16" DEEP**
3. **PAPER STOCK: Premium 80**
4. **SUPPLIED INSERTS: RATES, QUANTITY AND SPECIFICATIONS ON REQUEST.**  
Please contact the sales department for details.
5. **ELECTRONIC SUBMISSION OF ADVERTISEMENTS:**
  - Final ad material is accepted (in order of format preference) in PDF, InDesign, Illustrator, Photoshop, CS, CS2 or CS3.
  - For InDesign files, graphic elements should be submitted in TIF, JPEG or EPS formats at a minimum resolution of 300 dpi. Fonts should be included with the electronic file submitted.
  - For colour ads, ensure that all elements are in CMYK, *not* RGB. For black and white ads, ensure that all elements are in the black colour channel only. A copy of the ad's final appearance should be submitted by fax or PDF for reference only.
6. **ELECTRONIC SUBMISSION OF AD MATERIAL COMPONENTS:**
  - Text for any material should be supplied in Microsoft Word or text (RTF) format.
  - Graphics (i.e. logos and/or images) should be submitted separately as attachments in TIF, JPEG or EPS formats at a minimum resolution of 300 dpi to ensure good print quality. Illustrator Vector A1/EPS is preferred for logos.
  - The covering e-mail message should state the program and version used to create the file, and the contact name and telephone number for the creator of the files.
  - Send to: [canadacreative@reedbusiness.com](mailto:canadacreative@reedbusiness.com)
  - Production fees may apply.