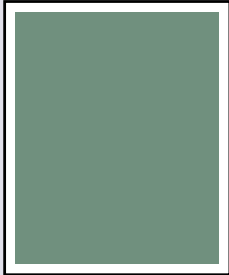
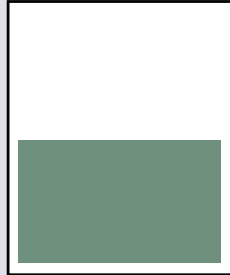


Journal of Commerce is published 2 times a week on Monday & Wednesday.

### Display Advertising Sizes



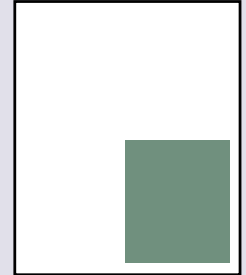
**Tabloid Page**  
10-3/8" W x 14-5/16" H  
263mm W x 364mm H  
6 columns x 200 lines  
1200 total lines



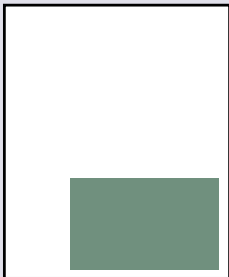
**1/2 Tab (Horizontal)**  
10-3/8" W x 7-1/16" H  
263mm W x 180mm H  
6 columns x 99 lines  
594 total lines



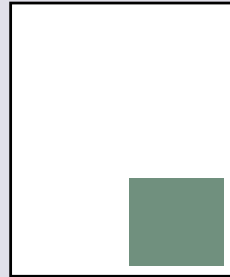
**Magazine Page**  
6-7/8" W x 9-1/2" H  
174mm W x 242mm H  
4 columns x 133 lines  
532 total lines



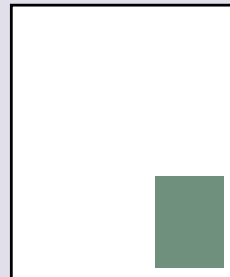
**1/2 Page (Island)**  
5-1/8" W x 7-1/16" H  
130mm W x 180mm H  
3 columns x 99 lines  
297 total lines



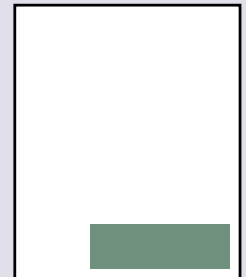
**1/2 Page (Horizontal)**  
6-7/8" W x 4-11/16" H  
174mm W x 119mm H  
4 columns x 66 lines  
264 total lines



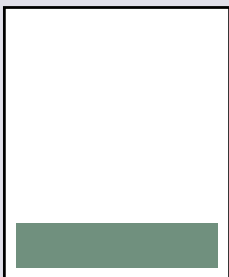
**1/3 Page (Square)**  
5-1/8" W x 4-11/16" H  
130mm W x 119mm H  
3 columns x 66 lines  
198 total lines



**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



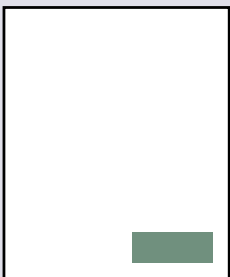
**1/4 Page (Horizontal)**  
6-7/8" W x 2-1/4" H  
174mm W x 58mm H  
4 columns x 32 lines  
128 total lines



**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.

## JOURNAL OF COMMERCE

Western Canada's Construction Newspaper

### MECHANICAL SPECIFICATIONS

**1. KIND OF PRINTING: WEB OFFSET**

**2. PUBLICATION TRIM SIZE: 11-1/2" WIDE X 16" DEEP**

**3. PAPER STOCK: EB72**

**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, graphic elements should be submitted in TIF, JPEG or EPS formats at a minimum resolution of 300 ppi. 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 (100% K). 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: [joccanadacreative@reedbusiness.com](mailto:joccanadacreative@reedbusiness.com)
- Production fees may apply.