

THE NEGOTIATOR

ADVERTISING DETAILS

ADVERTISING LAYOUTS

SPACE SIZE (INCHES)		WIDTH	DEPTH
Full Page	Inset	7.25	9.75
	Bleed	8.50	11.125
1/2 Page	Horizontal	7.25	4.75
	Vertical	3.50	9.75
1/4 Page	Island	3.50	4.75
	Horizontal	7.25	2.25

PUBLICATION SCHEDULE
10 issues annually (January – June, September – December)

DIGITAL FILES SUBMISSIONS DEADLINE
The 15th of the month preceding issue month

BOOKING DEADLINE
The 1st of the month preceding issue month

PRODUCTION INFORMATION
Saddle-stitched. 28 pages + cover. Trim size: 8.375" x 10.875"

ADVERTISEMENT COLOURS
Colour: CMYK Process. No spot colours
Black & White: Black

ADDITIONAL INFORMATION
Please read the Advertising Guidelines PDF



Full Bleed



Full Inset



1/2 Horizontal



1/2 Vertical



1/4 Island



1/4 Horizontal

RATE CARD

	SINGLE ISSUE (B & W)	10 ISSUES (B & W)	10 ISSUES FULL COLOUR	SINGLE ISSUE FULL COLOUR
Back Cover	N/A	N/A	\$1155	\$1335
Inside Front Cover	N/A	\$820	\$1100	\$1285
Inside Back Cover	N/A	\$820	\$1100	\$1285
Full Page	\$990	\$700	\$950	\$1100
1/2 Page	\$550	\$380	\$500	\$580
1/4 Page	\$440	\$250	\$380	\$460

Ad rates effective as at June 1, 2007.

All prices are quoted per issue, are in Canadian Dollars and are exclusive of G.S.T.

THE CANADIAN ASSOCIATION OF PETROLEUM LANDMEN

Suite 350, 500 – 5 Avenue S.W.
Calgary, Alberta
T2P 3L5



Phone: 403.237.6635
Fax: 403.263.1620
www.landman.ca

SUBMISSION INFORMATION

All digital files/faxes must be submitted to:

Rachel Hershfield
Folio Publication Design
Phone: 403.246.8609
Fax: 403.206.7571
E-mail: rachel@foliopublicationdesign.com

DIGITAL FILES SUBMISSION DEADLINE

The 15th of the month preceding the relevant issue month.

BOOKING DEADLINE

The 1st of the month preceding issue month

PRODUCTION INFORMATION

Newsletter: saddle-stitched. 28 pages + cover. Trim size: 8.375" x 10.875"

PUBLICATION SCHEDULE

10 issues annually (January – June, September – December)

ADVERTISEMENT SPECIFICATIONS

1. Advertisements must be submitted in **one of the following digital formats (no exceptions):**

- i. **High Resolution PDF files**, with all the fonts embedded. Please make sure the PDF is saved for pre-press, 300 dpi. Please note that this is the preferred digital format for advertisements.
- ii. **Adobe InDesign**. All supporting files (images and fonts) must be included. All files should be compressed into a Stuffit or ZIP archive.
- iii. **Illustrator EPS or AI files**, with all the fonts converted to outlines. If over 2 mb, the Illustrator file should be compressed into a Stuffit or ZIP archive.
- iv. **The Negotiator does not accept the following file formats: CorelDraw, Microsoft Word, JPEG, Powerpoint.**

2. **Four colour advertisements are CMYK process.** No spot colours. If photos are used in 4-colour advertisements, they must be scanned at 300 dpi.

3. **Black & white advertisements must be black and white only,** no spot colours accepted. If photos are used in black and white advertisements, they must be scanned at 300 dpi and save as greyscale TIFFs.

4. Miscellaneous mechanical requirements:

- i. Photoshop images are to be saved as TIFs or Photoshop .PSD files (**Do not supply JPEGs**)
- ii. **Do not use LZW Compression** when saving images.
- iii. **No extra channels in Photoshop files.**
- iv. **Do not create and save any text in Photoshop**, as this rasterizes the text and it does not print with crisp, clear lines. All text should be vector and either be created in InDesign or Illustrator.
- v. **Only Postscript Type 1 fonts and OpenType fonts will be accepted.** Please do not use TrueType fonts.

5. **Delivery:** A hard copy is required (fax is acceptable).

A low resolution PDF file should be created if using InDesign or Illustrator and included with the digital files for reference purposes only. Preferred delivery of file(s) is an e-mail attachment. If the file(s) are over 5Mb, uploading via online file-sharing is available:

Online File Sharing:

<http://free.file-works.com/>

Follow the onscreen instructions to upload your file. Once you upload your file, you will be provided with a web link where the file can be downloaded. You can either:

- i. copy and paste this link and send Folio an email (info@foliopublicationdesign.com) with the link, or
- ii. you can type in your name and Folio's email address (info@foliopublicationdesign.com) on the website and the service will notify Folio of the file and its URL to download. If you choose this option, please include your email address with your name in case you need to be contacted.

6. Additional charges may apply for final artwork, modifications to existing artwork, photography, special typesetting.

7. A contact name must be provided:

Contact Name: _____

Contact Email: _____

Contact Phone: _____

Contact Fax: _____