



## About PressLines Magazine

PressLines delivers valuable print-industry specific solutions to business owners, executives and staff, reaching over 1,500 printers and suppliers in Western Canada. PressLines is published twice annually by PrintForward with supplemental special event issues.

## Magazine Specifications

**Trim Size:** 8.25"x10.75" (WxH)

**Bleed:** Minimum .125"

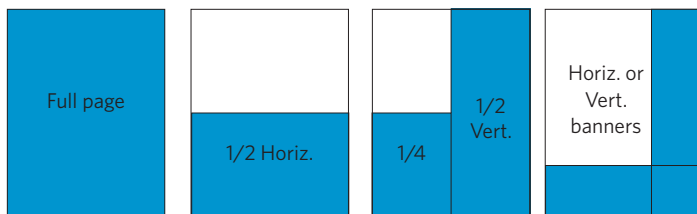
**Colour:** CMYK throughout

**Binding:** Saddle Stitched

## Advertising Sizes & Rates

Page Size	Size (WxH)	1X Rate	2X Rate
Full Page	7"x9.5"	\$500	\$400
Outside Back Cover	7"x9.5"	\$600	\$550
Inside Front Cover	7"x9.5"	\$575	\$525
Inside Back Cover	7"x9.5"	\$575	\$525
Half Horiz.	7"x4.75"	\$300	\$250
Half Vert.	3.5"x9.5"	\$300	\$250
Quarter	3.5"x4.75"	\$150	\$125
Horiz. Banner	7"x1"	\$125	\$100
Vert. Banner	1"x9.5"	\$150	\$125

\*Rates shown are for PrintForward members. Ask us about non-member rates.



## Mechanical Specifications

The following are guidelines for material supplied to Print Forward. An extra charge may apply if files do not meet these requirements. A proof of your ad will be generated and sent via email to confirm accuracy.

### Artwork

- Resolution of images must be 300 ppi or better
- Image or graphic elements must be CMYK process separation

### File Format

- We accept files in a press-optimized PDF format as well as INDD, AI, EPS

### Fonts

- All fonts must be supplied — both printer and screen fonts — or converted to outlines
- Only Postscript fonts are supported

### Supplying Material

Digital material may be supplied in one of the following ways:

- Email — include name of advertiser/business and publication and email to [ads@printforward.ca](mailto:ads@printforward.ca)
- FTP — to post files to Print Forward FTP site, visit our website at <https://printforward.org>

## Deadlines

Issue	Space Close	Ad Material
Spring/Summer	March 1	March 15
Golf Issue	August 1	August 15
Fall/Winter	November 15	November 30

**Questions about file formats or ad sizes?**  
**We're here to help!**

### Contact Us

**Jacque McBain, Executive Director**

**Phone:** 604 542-0902

**E-mail:** [info@printforward.org](mailto:info@printforward.org)