



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"

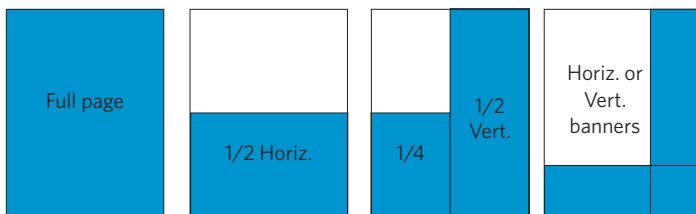
Colour: CMYK throughout

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
- 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

Donna Denham, Association Manager

Phone: 604 542-0902

E-mail: info@printforward.org