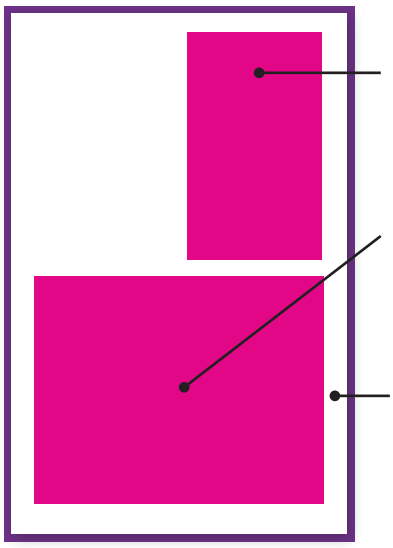
River Run Centre
2018–19 SEASON

House program ADVERTISING

- 10,000 printed for the 2018–19 season
- Self-cover, at least 8 pages, full colour, saddle-stitched, coated paper
- Booking deadline: August 1, 2018
  Electronic file deadline: August 15, 2018



RATES

Quarter page vertical
2.25 x 3.75″
$1,390 + HST

Half page horizontal,
4.75 x 3.75″
$2,560 + HST

Full page
5.5 x 8.5”
plus 0.125” bleed
$4,900 + HST

SPECIFICATIONS

Accepted formats (in order of preference)

- **PDF (any platform)**, high-resolution 400 dpi (dots per inch), high-quality compression (“press” setting), fonts embedded.
- **Adobe Illustrator (AI or EPS, any platform)**, fonts converted to outlines, all images embedded.
- **TIF (any platform)**, high-resolution 400 dpi (dots per inch).
- **JPG (any platform)**, best quality (10 or higher).

Black text will look a little blurry when printed from TIF or JPG files, so these formats are not ideal. If there is no black text, these formats will work fine.

Optimal quality

- For optimal printing, all images should be 400 dpi (dots per inch) at 100 percent. 300 dpi is acceptable, though 400 will achieve the most detail. Logos print best as EPS vector format (Adobe Illustrator).
- All images should be saved as CMYK not RGB. When converting to CMYK from RGB in Photoshop, please use the “U.S. Sheetfed Coated v2” setting (see “Edit > Color Settings”).
- File names should include your organization’s name and ad size (not just “River Run ad”)

Note that the file will be printed as supplied. Design and colour correction services are available for a fee through Lind Design at 519-831-9833 or gareth@linddesign.ca.

Please supply your print-ready ad by email to angela.mcewen@riverrun.ca

CONTACT

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riverrun.ca

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