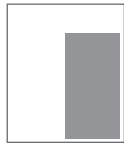


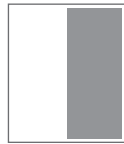
**Print Advertising**



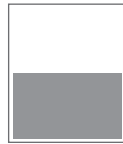
**FULL PAGE**  
8 x 10 7/8"  
203 x 283mm



**1/2 ISLAND**  
4 5/8 x 7 1/2"  
114 x 190mm



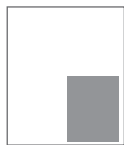
**1/2 VERTICAL**  
3 3/8 x 10"  
86 x 254mm



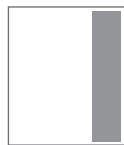
**1/2 HORIZONTAL**  
7 x 5"  
178 x 127mm

**WITH BLEED**  
8 1/4 x 11 1/8"  
210 x 283mm

**LIVE AREA**  
7 x 10"  
178 x 57mm



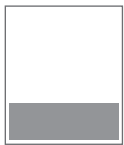
**1/3 SQUARE**  
4 5/8 x 5"  
114 x 127mm



**1/3 VERTICAL**  
2 1/8 x 10"  
54 x 254mm



**1/4 STANDARD**  
3 3/8 x 5"  
86 x 127mm



**1/4 HORIZONTAL**  
7 x 2 3/8"  
178 x 57mm

**FILE FORMAT**

Preferred format is high resolution pdf. Images must be 300 dpi minimum, with all fonts embedded and crop marked included. All colours to be CMYK (pantone colours will be converted to CMYK).

**PRINT FILE SUBMISSION**

Upload via ftp at [annexprod.loadingdock.ca](http://annexprod.loadingdock.ca)  
For assistance please contact:  
Stephanie DeFields,  
Account Coordinator

**1. LEADERBOARD\*\***

(WxH pixels): 728x90  
Max. File Size: 40 KB  
Accepted file formats: .GIF, .JPG, .PNG, Flash, HTML5\*  
1 link

**2. BIG BOX**

(WxH pixels): 300x250  
Max. File Size: 40 KB  
Accepted file formats: .GIF, .JPG, .PNG, Flash, HTML5\*  
1 link

**3. WALLPAPER\*\***

Image for Each side.  
(WxH pixels): 550x684  
Image safe area: 150x684 (to maximize visibility, keep copy and call to action in the safe area)  
Max. file size: 250 KB  
File formats: GIF, JPG, HTML5  
Specify background colour (hex#) that matches your wallpaper.  
1 link

**SMARTPHONE AD**

(included with leaderboard and wallpaper)  
(WxH pixels): 300x50  
Max. File Size: 15 KB  
Accepted file formats: .GIF, .JPG, PNG  
1 link

\*\*Also requires smartphone ad to be mobile adaptive

**\* PLEASE NOTE FOR FLASH AND HTML5 FILES**

- **REQUIRED:** Provide a back-up image file (jpg, gif, png) For times when the user's browser does not support Flash or HTML5
- Ad unit content must be clearly distinguishable from normal webpage content (i.e. ad unit must have clearly defined borders and not be confused with normal page content)
- Max Video & Animation Frame Rate: 24 fps
- Maximum Animation Length: 15 sec
- Audio Initiation: Must be user initiated (on click: mute/unmute; default state is muted.)

**E-Newsletter**

Please note that animated GIFs are not accepted.  
MATERIAL DEADLINE: 5 business days prior to deploy date.

**1. BIG BOX**

Dimensions (WxH pixels): 300x250  
Max. File Size: 40 KB  
Accepted file formats: .JPG, .PNG  
1 link

**2. SPONSORED SPOTLIGHT**

Big Box ad (see specs above)  
+ Headline: 5-10 words  
+ Copy: 75-100 words

**3. LEADERBOARD\*\***

Dimensions (WxH pixels): 728x90  
Max. File Size: 40 KB  
Accepted file formats: .JPG, .PNG  
1 link

\*\*Also requires a smartphone ad to be mobile adaptive

**SMARTPHONE AD**

Dimensions (WxH pixels): 300x50  
Max. File Size: 15 KB  
Accepted file formats: .GIF, JPG, PNG  
1 link

**E-Blast**

MATERIAL DEADLINE: 5 business days prior to deploy date.  
Two Formats Available

**1. ANNEX EBLAST TEMPLATE (PICTURED BELOW)**

Image: 558 x variable (WxH pixels) Recommended: 558 x 375  
Max. File Size: 40 KB Accepted formats: .JPG, .PNG  
Resolution: 72 dpi Includes 1 link Template Option  
Subject Line: 50 characters max. Headline: 8-12 Words max.  
Word Count: 150-200 Words (Unlimited links in the body)

**2. HTML (CLIENT SUPPLIED)**

Dimensions: 600 (min.) to 728 (max.) x variable height (WxH pixels)

NOTE: We cannot guarantee formatting based on HTML code pulled from other proprietary email creation programs.

\*Production services available. Please ask your Sales Representative.

**Digital Advantage**

**DIGITAL NOTIFICATION SPONSOR AD**

Dimensions (WxH pixels): 180x150  
Max. file size: 40 KB  
Accepted formats: .JPG, .PNG

**FULL-PAGE AD**

(left of cover on digital edition)  
Same dimensions as full-page print ad  
Please see print ad section.  
Can include links, video and other rich media.

