



# Mosaic

## Mind, Body and Spirit Magazine

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### DISPLAY AD REQUIREMENTS



#### Full page

7 inch wide x 9.5 inch high



#### 1/2 page vertical

3.375 inch wide x 9.5 inch high



#### 1/2 page horizontal

7 inch wide x 4.625 inch high



#### 1/4 page vertical

3.375 inch wide x 4.625 inch high



#### Business card horizontal

3.5 inch wide x 2 inch high



#### Sponsorship ad

7 inch wide x 1.25 inch high



*“Mosaic Magazine is AMAZING and MAGICAL, with excellent resources for the whole community. It keeps everyone in the loop and I’m loving every contact I receive because of it. Thank you!”*

– LINDA WOZNICA  
Tarot and Kirlian Photography

#### ACCEPTABLE FILE FORMATS

- **PC files** of **Quark XPress 4.0** or **Adobe Illustrator** (v.8 preferred) or CS.
- **Mac files** are also acceptable. However they must be saved with an extension code or the email must clearly state which program and version was used to create each file.
- **PDF files** are accepted providing placed art is not compressed prior to creating the pdf and all fonts are embedded. (Pdf files will be converted to Photoshop files.)
- Any **Pagemaker, Multi-ad, Freehand** or **CorelDraw** (PC or MAC) files **MUST** be exported as an **.ai** file (Adobe Illustrator) or as an **.eps** file. You **MUST** outline or path the type to avoid font substitution. If saving as a **.pdf** file, please again note the point above.

#### NOT ACCEPTABLE FILE FORMATS

- Microsoft Publisher, Paint Shop Pro, Corel Print House are NOT acceptable.
- Microsoft Word is also NOT an acceptable format. It will need to be reformatted into one of the accepted file formats by a graphic designer or someone who has the graphic programs noted. (You can submit your ad, idea or information in a Microsoft Word document to give the designer the information or format idea you want.)

#### FONTS

- PC fonts must be included. If fonts are not supplied we reserve the right to substitute with a similar font.
- Mac files require all fonts to be converted to outline or paths.

#### GRAPHIC FILES

(PHOTOS, ARTWORK, LOGOS)

- All photos, artwork, logos, etc. must be included (.eps, .tif or .jpg files).
- Digital photos must be a minimum resolution of 300 dpi. Use the maximum resolution setting on your digital camera (which will create larger file sizes) and supply them as the original .jpeg file format from the camera.
- If an ad is created solely in Adobe Photoshop (picture and/or text) it **MUST** be a minimum resolution of 400 dpi. This includes Line Art from Adobe Photoshop.
- Information for Designers: For Adobe Photoshop, use US WEB COATED with a 25% dot gain and for Adobe Illustrator use PANTONE PROCESS swatch libraries.

#### NEED GRAPHIC HELP?

Contact Carol Pylypow (freelance designer used by Mosaic Magazine) for more information or a quote at ridethewind@shaw.ca or 780 974.6803

Minimum advertisement resolution of 400 dpi.

