



Mosaic

Mind, Body and Spirit Magazine

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DISPLAY AD REQUIREMENTS



Full page

7 inch wide x 9.5 inch high



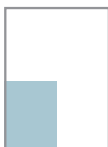
1/2 page vertical

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



"I can easily say that 80% of my clients have come from Mosaic Magazine!"

– TAMMY QUICK
Quick Health Clinic

ACCEPTABLE FILE FORMATS

- **Adobe Photoshop** (version CS5 or prior)
Save Mac files with an extension code. To avoid font issues, either rasterize fonts or save them as smart objects.
- **Adobe Illustrator** (version CS5 or prior)
Save Mac files with an extension code. To avoid font issues, convert fonts to outline.
- **PDF files** created from the majority of programs are acceptable providing placed art is not compressed prior to creating the pdf and all fonts are embedded.



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

- Fonts must be included for either Mac or PC. If fonts are not supplied we reserve the right to substitute with a similar font.

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 300 dpi. This includes Line Art from Adobe Photoshop.
- Information for Designers: For Adobe Photoshop, use US WEB COATED with a 20% 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 300 dpi.

