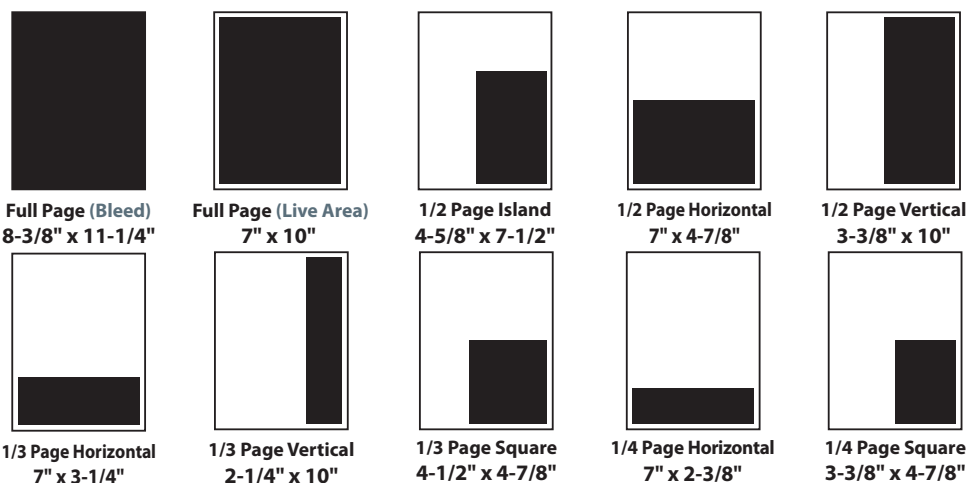


MECHANICAL REQUIREMENTS



What's New & Improved sizes
All supplied ads must be supplied as high resolution PDF with all fonts embedded.

No Bleed
Full Page What's New
6-7/8" x 8-3/4"

No Bleed
1/2 What's New
6-7/8" x 4-1/4"

No Bleed
1/3 What's New
6-7/8" x 2-3/4"

What's New ads are to be E-MAILED directly to liz.dempster@rci.rogers.com

AD SIZES & MECHANICAL SPECIFICATIONS

	LIVE (NON-BLEED)		BLEED		TRIM	
	Width (inches)	Depth (inches)	Width (inches)	Depth (inches)	Width (inches)	Depth (inches)
Double Page Spread	15"	10"	16-1/4"	11-1/4"	15-3/4"	10-3/4"
Full page	7"	10"	8-3/8"	11-1/4"	7-7/8"	10-3/4"
2/3 page	4-5/8"	10"	5-3/4"	11-1/4"	5-1/2"	10-3/4"
1/2 page island	4-5/8"	7-1/2"	5-1/4"	8-5/8"	5"	8-3/8"
1/2 horizontal	7"	4-7/8"	8-3/8"	6"	7-7/8"	5-3/4"
1/2 vertical	3-3/8"	10"	4-1/4"	11-1/4"	4"	10-3/4"
1/3 square	4-1/2"	4-7/8"	5-1/4"	6"	5"	5-3/4"
1/3 horizontal	7"	3-1/4"	8-3/8"	3-7/8"	7-7/8"	3-5/8"
1/3 vertical	2-1/4"	10"	2-7/8"	11-1/4"	2-5/8"	10-3/4"
1/4 square	3-3/8"	4-7/8"	4-1/8"	6"	3-7/8"	5-3/4"
1/4 horizontal	7"	2-3/8"	8-3/4"	3-1/4"	7-7/8"	3"
1/6 Appt. notice	2-1/4"	4-7/8"				

Gatefold specifications available upon request

SUPPLIED MATERIAL:

PDF/X-1a: 2001 with all fonts embedded. Check www.rogersdigitalads.com

For FTP information contact our Production Manager, Karen Richards or courier a disc and colour proof prepaid to: Canadian Grocer, c/o Lindsey Futa, One Mount Pleasant Road, 7th Floor, Isabella Tower, Toronto, ON M4Y 2Y5

Karen Richards: T: 416-764-1688 or 1-800-268-9119 x1688 E: karen.richards@rci.rogers.com

Every attempt is made to verify the supplied file to the supplied proof, however, Rogers Publishing does not accept responsibility for material content or colour trapping. Production charges apply to material not to spec or for alterations.

