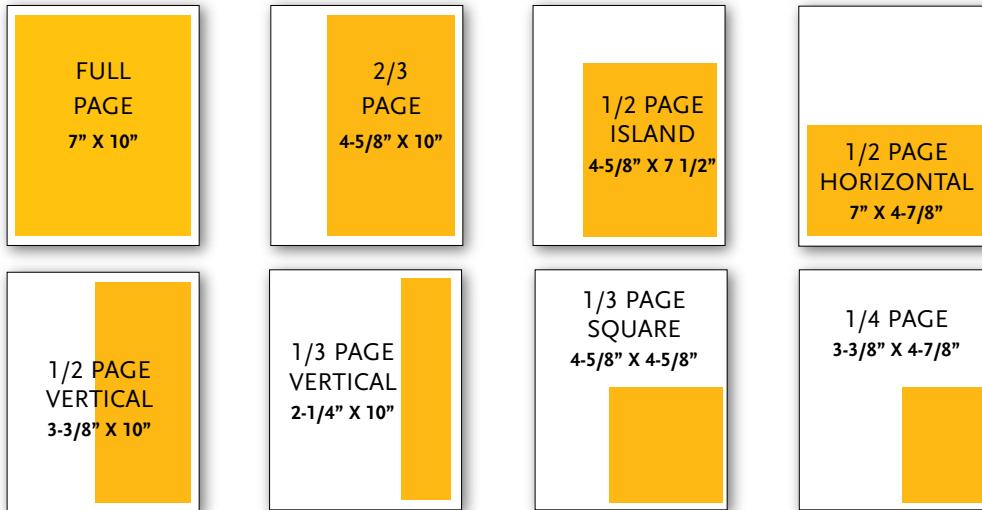


# MECHANICAL REQUIREMENTS



## MECHANICAL REQUIREMENTS

Standard unit size	Inches	Inches	mm	mm
1 page	7	10	178	254
2/3 page	4-5/8	10	117	254
1/2 island	4-5/8	7-1/2	117	191
1/2 (horizontal)	7	4-7/8	178	121
1/2 (vertical)	3-3/8	10	96	254
1/3 page (1 column)	2-1/4	10	57	254
1/3 page (square)	4-5/8	4-5/8	117	117
1/4 page (square)	3-3/8	4-7/8	86	124

- a) METHOD OF BINDING: Saddle Stitched.  
 b) METHOD OF PRINTING: Web and Sheetfed offset.  
 c) TRIM SIZE: 7-7/8" wide x 10-3/4" deep (200 mm wide x 273 mm deep)  
 d) BLEED: Allow 1/4" (6 mm) all around. Single page bleed 8-1/2" x 11-1/4" (213 mm x 286 mm).  
 Double page spread bleed 16-1/4" x 11-1/4" (412 mm x 286 mm). Publisher reserves the right to crop 3/16" (5 mm) on either side to allow for variation of trim size.  
 e) CRITICAL LIVE: Hold all type matter or illustration material not intended to bleed to be kept 3/8" (10 mm) from all outside trim edges and 1/8" (3 mm) from gutter of each page spreads.

### Digital Print Ad Material Requirements

- a) PDF/X-1a, or a generic PDF created to Rogers Publishing specifications, on a Macintosh formatted CD-ROM with a MAC standards proof. Check [www.rogersdigitalads.com](http://www.rogersdigitalads.com), or contact Production Manager for details. 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 for material not to spec or for alterations.  
 b) Ad Material should be directed to Production Manager, Food In Canada, 7th floor, One Mount Pleasant Rd., Toronto, Ontario, M4Y 2Y5, Canada. Tel: 416-764-1692. Files should NOT be sent electronically (ftp or email) without prior consultations with the Production Manager. Please back up electronic files before sending.  
 c) For any questions about preparing or sending ad material, please contact the Production Manager at 416-764-1692 or contact the Publisher at 416-764-1503.

