

CALAS

THE CANADIAN ASSOCIATION FOR
LABORATORY ANIMAL SCIENCE



ACSAL

ASSOCIATION CANADIENNE POUR LA
SCIENCE DES ANIMAUX DE LABORATOIRE

2010 ANNUAL SYMPOSIUM ADVERTISING SPECIFICATIONS

DEADLINE: February 26, 2010

Digital Requirements:

- all files must be supplied in digital format
 - Acceptable formats:
 - BLACK & WHITE ONLY
 - PDF-X1 files or
 - native Quark, Illustrator or Photoshop files including all graphics and fonts in one folder (with a PDF to view as a proof), all images 300 dpi
- *note: Freehand, PageMaker and Publisher files not acceptable

AD SIZES:

Unit	Trim Size	Non-Bleed Size*	Bleed Size
Full page	8.5" w x 11" h	7.5" w x 10" h	8.75" w x 11.25" h
1/2 page (horizontal)	8.5" w x 5.5" h	7.5" w x 5" h	8.75" w x 5.75" h
1/2 page (vertical)	4.25" w x 11" h	3.75" w x 10" h	4.5" w x 11.25" h
1/4 page	4.25" w x 5" h	3.75" w x 5" h	N/A

* safety area - keep all critical text within this area

FILE TRANSFER INFORMATION:

OPTION 1: if file size is under 5 mb, send via e-mail to: raebon@powergate.ca

OPTION 2: if file is over 5 mb, send to **FTP site**

- using any FTP program, collect files into one folder
- compress files using STUFFIT or ZIP for best transfer

address: ftp.bluesky-design.ca

user/login: guest3

password: sh4r14 (*case sensitive; only '4's are numbers; make sure to use 'l' as in lace for 5th character)

Choose: _UPLOAD INTO THIS FOLDER

*Please send an email to verify message sent AND name of file to : raebon@powergate.ca

OPTION 3: **Send Disk**

CALAS National Office

c/o Absolute Conference & Events,

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