

8" x 10" Publication Spec. Sheet

- Materials can be supplied digitally either on CD, DVD (Mac format) or via web based browser FTP: www.hmdesign.ca/uploads/
- Material sent via FTP site, should be archived (stuffed/ zipped) before transmitting to ensure file integrity during transfer.
- Final Ad Materials: Mac based files should be supplied in a vector based program (Freehand/InDesign or Illustrator) with *all fonts converted to paths* and images supplied as TIFF or EPS files.
- Files can also be supplied as EPS, PDF, TIFF or JPEG format in CMYK (minimum 300dpi) at 100%
- General requirements for PDF files:
 - Optimized PDF with thumbnail preview
 - Embed all fonts
 - All embedded art or images should be high resolution in CMYK
 - All bleeds should be a minimum of 1/8" (.125")
- **FILE NAME FORMAT:** "advertiser-adsizes.file suffix"
eg: Acme_Inc-fullpage-bleed.pdf
Acme_Inc-third-vert.jpg

1/3 SQUARE

4.58" wide
x 4.4" deep

1/6 VERTICAL

2.16" wide
x 4.4" deep

1/2 HORIZONTAL

7" wide
x 4.4" deep

FULL PAGE (FULL BLEED)

8.25"
x 10.25" (includes bleed for 8" x 10" trim size)
Note: keep "live area" minimum of .25" from trim edges

FULL PAGE (NO BLEED)

7" wide
x 9" deep

1/6 HORIZONTAL

4.58" wide
x 2.075" deep

1/3 VERTICAL

2.16" wide
x 9" deep

1/2 VERTICAL

4.58" wide
x 6.475" deep

Contract Terms and Conditions

- By the publisher, in its sole discretion reserves the right to reject any and all advertising that is deemed unsuitable.
- Advertiser assumes full liability for all advertising published within print, web, video, events and all other media delivered upon.
- Publisher assumes no liability for any omissions if, for any reason, it becomes necessary to omit an advertisement.
- Publisher's liability for any error will not exceed the cost of the advertising.
- Contracts are subject to the condition that the Publisher shall assume no liability for failure to execute advertising orders because of acts of God, governmental restrictions, fires, strikes, accidents, terrorism or any other occurrences beyond the Publisher's control (whether like or unlike any of those enumerated herein) which prevent the Publisher from partially or completely, publishing, or distributing the contracted advertising.
- Contracts for cover positions and/or home page advertising are not able to be cancelled. All other reserved advertising is not able to be cancelled up to 10 days prior to space deadline dates.
- All cancelled orders must be received in writing prior to the specific time frame outlined above.
- In the event of a conflict between these terms and conditions and conditions on the cover page or any other document, these terms and conditions shall govern.
- Any verbal instructions regarding contracts or orders must be confirmed in writing prior to close dates.
- Publisher reserves the right to repeat ad material for any space contracted for with no copy instructions.
- Position of ads is at the discretion of the Publisher unless documented and approved by the Publisher prior to space deadline dates.
- Publisher shall have the right to hold advertiser and/or advertising agency jointly and severally liable for such monies as are due and payable to the Publisher for advertising which the advertiser or its advertising agency ordered which was published and/or delivered upon.
- Duplication or use of the OptiMYz name, editorial content, photographs, images, files logo, identity or any other content is strictly prohibited except with the prior provided written consent of the Publisher whose consent may be withheld.

Commissions and Billing Policies

- Advertising agency commissions to recognized agencies: 15%.
- 3% discount if paid within 15 days from billing date.
- Finance charge of 2% per month for invoices outstanding beyond 30 days.
- New advertisers may be requested to supply acceptable credit references or security with order.

Rates, Discounts and Packages

- Frequency discounts are based on cumulative advertising units run within a 12-month period.
- Advertisers who fail to fulfill their advertising contract will have frequency discount to the frequency discount earned based on the cumulative advertising units actually run and therefore prorated.
- Ad rates are in gross dollars and assume advertiser supplies final creative.

Production Costs

- Recognized advertising agencies will receive 15% commission on ad space if complete electronic files and proofs are supplied. If additional charges apply the advertiser will be contacted beforehand.
- Advertisers and advertising agencies requesting colour proofs from their files will be billed at cost in addition to forfeiting the 15% agency commission.
- Advertisers are recommended to seek the services of an advertising agency for artwork; otherwise OptiMYz Inc. offers advertisers limited artwork and design services at competitive rates.

Printing Specifications

- Magazine printed web offset. Saddle stitched 4-colour process (CMYK), 133 line screen web offset. All specified orders will be matched as closely as possible with 4-colour process ink printing.
- If any advertiser requests the use of PMS ink, additional charges will be added. OptiMYz inc. assumes NO RESPONSIBILITY for final printed material if colour proofs are not supplied.
- Specification file and/or page are available upon request.

Website Specifications

- Pop-up ads are not allowed and/or sold on the OptiMYz website.
- Please provide files as GIFs, must be static, no looping, no rich media to the following specs:
 - Leaderboard: 728 px length X 90 px height
 - Big Box: 250 px X 250 px
 - Maximum file size: 40k
- Format accepted: GIF file type

Delivery Instructions

- All material should be clearly marked for OptiMYz Inc. stating the issue, volume and number which it is to appear. Address all material, orders and correspondence as follows:
 - OptiMYz Inc.
PO BOX 392. STN M
Dartmouth, NS B2Y 3Y5
 - Tel: (902) 463-0516
 - Fax: (902) 463-8005
 - Email: info@optimyz.ca

Send files via the web:

- <http://www.hmdesign.ca/uploads/>
- Fill-in the online form provided
- Select file to be uploaded - please archive (zip/stuff) files
- Click "Upload Files" button

