



# THE CANINE CHRONICLE®

## AD SPECIFICATIONS:

Publications are printed Computer-to-Plate, web offset, and registers to the head.

### FULL PAGE

Trim size of publications 8.313" Wide x 10.875" Tall  
Live area inside trim 7.125" x 9.875"  
Full page bleed add 1/8" to all sides finished total size

### SPREAD - {SEND SPREADS AS ONE DOCUMENT}

Trim size of publications 16.626" Wide x 10.875" Tall  
Live area inside trim 7.125" x 9.875" each page  
Full page bleed add 1/8" to all sides finished total size

### HALF PAGE - 1/2 HORIZONTAL

1/2 page 8.313" wide x 5.437" Tall  
Live area inside trim 7.125" x 4.578"  
Full page bleed add 1/8" to all sides

### FORMAT:

PDF (Press optimized), jpg, tiff  
Any artwork created in any other format is unacceptable.

### MEDIA:

Macintosh formatted CD, DVD - DIGITAL COLOR PROOF MUST BE PROVIDED  
**MEDIA FORMAT:** PDF (Press optimized), jpg, tiff - files must be in CMYK format  
**SHIPPING INSTRUCTIONS:** Please label all media with advertiser name, file name/number, contact person and phone number.  
**SEND TO:** The Canine Chronicle · 4727 NW 80th Ave. · Ocala, FL 34482

### ELECTRONIC FILE TRANSFER:

E-mail files accepted up to 40MB • k9chron@aol.com

### FTP INFORMATION:

72.31.11.222  
User ID: canine  
Password: canine  
If you do not have **TRANSMIT FTP SOFTWARE** you will need to visit <http://www.panic.com/transmit/>  
Please label all media with advertisers name  
**FAX a final document proof of ad** - labeled with advertisers name, contact person and phone number  
to: 352-369-1108

The Canine Chronicle does not guarantee quality, color accuracy or color quality of ads prepared by outside agents.  
The Canine Chronicle requires prepayment for all advertisements regardless of type or size.

For more information and details visit

[WWW.CANINECHRONICLE.COM](http://WWW.CANINECHRONICLE.COM)