

AD SIZES

ADVERTISING UNIT	TRIM SIZE	BLEED SIZE	SAFETY
Double Page Spread*	16.75 in x 10.75 in	17 in x 11 in	15.75 in. x 9.75 in
Full Page	8.375 in x 10.75 in	8.625 in x 11 in	7.375 in. x 9.75 in

*SUPPLY AS SINGLE PAGE FILES



IMPORTANT:
ALL PRINTERS' MARKS MUST APPEAR
OUTSIDE THE BLEED AREA.

OFFSET MARKS BY 0.125" OUTSIDE BLEED

MECHANICAL REQUIREMENTS

Requirements inside front cover spread specifications

- Files must allow for a non-live area of 1.225" to accommodate binding.
- All printers' marks must appear outside the bleed area.

ALL SUBMISSIONS

Range has final approval of all ads and ad creative

- All critical matter must be kept within 0.5" from trim edges
- Images should be a minimum resolution of 300 dpi @ 100% size
- All RGB images must be converted to CMYK
- All spot colours (Pantone) must be converted to CMYK
- Type should be a minimum of 6 point
- Reverse type less than 12 points is not suitable for reproduction
- All fonts must be embedded Range is not responsible for reproduction of type in smaller size than those mentioned above
- Ink density for all four process colours must not exceed 300%
- Ad material must be supplied via a PDFX-1a file
- Please be sure to include bleed on your proof
- Please ensure crop marks and registration marks are not in the bleed or artwork area
- Please do not apply trapping to PDF files.

Material supplied digitally cannot be guaranteed for accuracy of reproduction publisher. Changes will be billable to the advertiser at standard rates.

FILE DELIVERY

Please submit a press-ready PDF and native files (including all images and fonts) to Valerie Lenoir at marketingadmin@ensembletravel.ca.

CONTENT REGULATIONS

Any representation that refers to a price shall set out the total amount that the customer will be required to pay for the travel services, including all fees, levies, service charges, surcharges, taxes and other charges. In other words, "all-in" pricing is required. If advertising a "from" price, all of the factors affecting that price must be disclosed with the price point. Eg. If the "from" price represents a specific room type and travel date, those two factors must be shown. You may also advertise a "from" price if you include a "to" price. Material supplied digitally cannot be guaranteed for accuracy of reproduction publisher. Changes will be billable to the advertiser at standard rates.

Range is a consumer publication. The language in your ad should not include any abbreviations that, although commonly used by travel industry professionals, may be confusing for consumers (e.g., PP, EBB, etc.). Please spell out the entire word.

Magazines are delivered to a member agency's valued client. By advertising in the publication, your brand will be viewed as this agency's trusted partner. For this reason, it is imperative that your ad does not include information that would lead a consumer to book directly through your company. Do not include websites, telephone numbers and booking codes in your ads.

Use the following call to action along with the Proud Partner logo:

Please contact your Ensemble travel advisor for more details.

Ensure that the content of your ad is timely so that the consumer has plenty of opportunity to book any featured offer or departure before it expires.

