

AD PRICING	
AD SIZE	COLOR
Business Card Ad (Yearly)	\$250.00
1/4 Page Ad	\$140.00
1/2 Page Ad (Horizontal)	\$250.00
1/2 Page Ad (Vertical)	\$250.00
Full Page Ad	\$465.00
Center Spread	\$1050.00
Outside Back Cover	\$650.00
Classified Ad (30 words or less - name, address and phone number don't count)	NA

**CHECK REVERSE SIDE FOR SIZING**

\*\*Prices may change without notice, and do not include taxes-CDN advertisers add 5% gst

\*\*Prices CDN/US

**\*\*\*Mechanical Requirements (for camera ready artwork)**

Magazine trim size is 7.5" x 10.5". Bleed page sizes allow for 1/8" trim on each edge. Page size should be at least 7.5" x 10.5" with at least 1/8" added outside that measures for bleed each side.

All type and images must be no closer than 1/4" from trim. Ads MUST come as per the specs or will need to be returned for resizing.

**\*\*Non Camera ready artwork**

(ads designed by our Bear Essential Magazine designer for inclusion in Bear Essential Magazine)

Set up fee may apply \$75-100.00 /full page (\$25.00 / quarter page) for non-camera ready work

**FYI & Common questions:**

- We format and design Bear Essential Magazine from our office but work closely with a print shop and regular graphic designers.
- Although we are based out of Saskatchewan, Canada, and mail throughout all of Canada, we are an international publication.

- Email ads should be sent directly to the editor (Randy or Tara-Lynn Barks) at [belifemag@gmail.com](mailto:belifemag@gmail.com), or call (306) 276-2144

- If you have FTP capabilities please call for FTP site information.
- Tip: Very large files, (that may be difficult to receive by email) may be sent through [www.sendthisfile.com](http://www.sendthisfile.com) > You must register, but it is free.
- Call for snail mail specifics as they must be sent well before the deadline

**File requirements & Specifics**

- We prefer to receive photos and artwork in 300dpi resolution and CMYK color profiles.
- In a perfect world we prefer files to come in Indesign (Along with all links), Quark (Along with all links), Illustrator, Photoshop, or press quality .pdf. (Always embedded fonts) (accepted file formats .indd, .qxd, .eps, pdf, .tiff, .jpg, .psd)
- We also can accept .jpg, .gif, .bmp, Corel, Publisher, Pagemaker and Word files but these programs have limited resolutions, color separations and can cause problems with quality and workflow.
- If designing your ad, we require all components (photos, text, logos etc separately) Client sketches are appreciated. A design fee of \$75-100.00 /full page designed (or \$ 25.00 /quarter) will be charged depending on design time.

**We publish 4 times a year (with the seasons, Winter Spring, Summer, & Fall).**

*\*\*Editorial content per issue will generally reflect the seasons (call for specifics)*

**Spring Issue**

January 31 - Mailing date

January 1 - Ad submission Deadline

**Summer Issue**

April 30 - Mailing date

April 1 - Ad submission Deadline

**Fall Issue**

July 31 - Mailing date

July 1 - Ad submission Deadline

**Winter Issue**

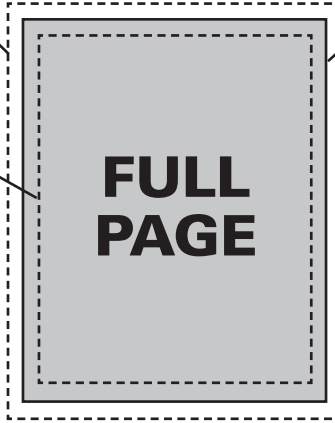
October 31 - Mailing date

October 1 - Ad submission Deadline

# Ad Sizes and Specs

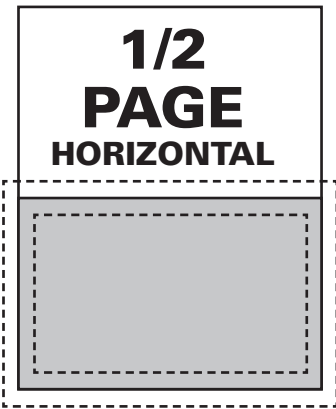
**Bleed**  
We require 1/8" of excess image to surround the finished page size.

**Live Area**  
We require a minimum 1/4" margin for each full page ad (this is the space where only the background image should be outside (no type or inside images should be outside this space).

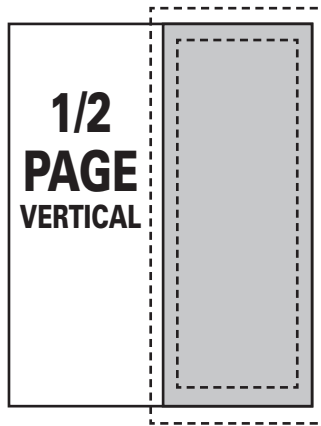


**Page Size**  
This is the finished size of a page in the publication.

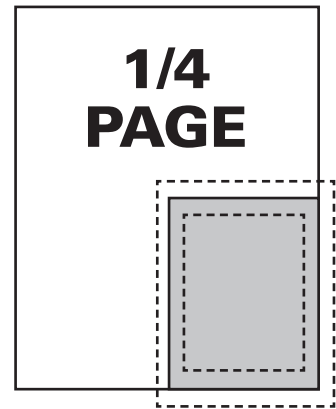
**Full Page - 7.5" x 10.5"**  
**Bleed - 7.75" x 10.75"**



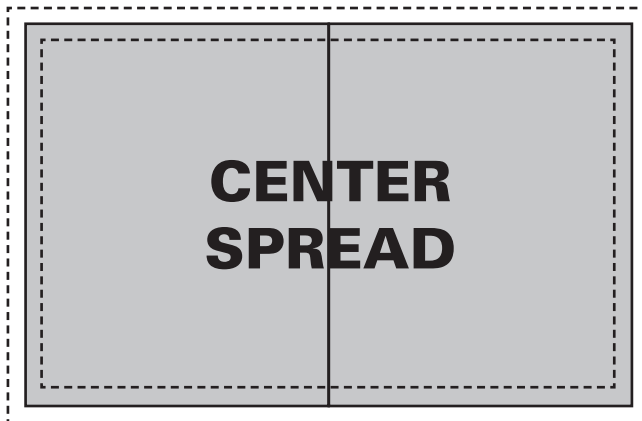
**7.5" x 5.25"**  
**7.75" x 5.5" Bleed**



**3.75" x 10.5"**  
**4" x 10.75" Bleed**



**3.75" x 5.25"**  
**4" x 5.5" Bleed**



**Full Page - 15" x 10.5"**  
**Bleed - 15.25" x 10.75"**



**7.5" x 10.5"**  
**7.75" x 10.75" Bleed**