Sending your **Print ad** to Vitality magazine

Acceptable Formats:

Adobe Illustrator (EPS w/ fonts converted to outlines)
Adobe Photoshop (PDF v5.1.4 or lower)
Adobe Indesign (PDF v5.1.4 or lower)

Quark Xpress 7 (PDF or collected qxp folder)
Corel Draw (PDF v5.1.4 or lower)
PDFs from other programs can be sent but have a low success rate

When Creating the Ad:

✓ check dimensions are correct size
✓ do not create crop marks or leave anything outside of border
✓ only use bleed on full page ads
✓ do not use menu styles (little B or I buttons in text menus)

✓ colour ads should be in a CMYK colour mode
✓ black and white ads should be in greyscale or bitmap colour mode
✓ all black text should have the colour value C: 0 M: 0 Y: 0 K: 100
✓ ads sent that are lower than 200 dpi will be rejected by pre press

Print specs

Colour Mode: CMYK (Colour Ads)   **Greyscale** (Black and white ads)
Resolution: 300 DPI/PPI   **Sizing:** See page 4 for dimensions

All ads smaller than 1/2 page size, can be emailed to: **advertising@vitalitymagazine.com**
All ads that are 1/2 page and larger, can be emailed to: **prepress@vitalitymagazine.com**

When emailing the ad, please include the name it was booked under in the Subject heading. In the body of the e-mail, please include the name of the ad, what program it was made in, the size of the ad, and whether or not it is running in colour.

Subject Heading:
Ad Name?
Email Body:
Ad Name? Size?
Program ad was made in?
Colour or black and white?

Questions? email advertising@vitalitymagazine.com   416-964-0528, Pre Press ext. 104, Design ext. 105

If you have not received a reply from Vitality within 5 business days please call the office as we may not have received your email.

Sending your **Web Ad** to Vitality magazine

Web specs

Colour Mode: RGB   **Resolution: 72 DPI/PPI**   **Sizing:** See page 6

Please send all web ads to **advertising@vitalitymagazine.com**