



**MISSISSAUGA
BOARD OF TRADE**

MBOT Advertising Specifications

Please provide your organization's name, phone number, a contact person and any special instructions. Disks/documents will NOT be returned after publication.

Electronic Formats - Files can be submitted on:

CD/DVD, Zip Disk, or uploaded to our FTP site.

FTP Information: User - clientftp@katika.com | Password - client | Host - katika.com | ftp server - ftp.katika.com

ACCEPTABLE FILE FORMATS:

Press ready PDF (size as) is the preferred format, however, we do accept the following formats.

• Press Ready PDF:

File to be in CMYK. All fonts should be Embedded. All images should be at 300 dpi resolution.

ENSURE THAT IMAGE COMPRESSION IS SET TO NONE.

• InDesign CS2 or lower:

Fonts need to be set to outlines. Please include all images (300 dpi resolution) and vector-based artwork needed to print your document OR embed all images and graphics.

• Adobe Illustrator CS2 or lower, AI or EPS vector-based artwork:

File to be in CMYK. Fonts need to be set to outlines. Please include all images (300 dpi resolution) needed to print your document OR embed all images..

• Quark Xpress 6.0 or lower:

Please include all images (300 dpi resolution) and vector-based artwork needed to print your document. Please provide all fonts used with the document.

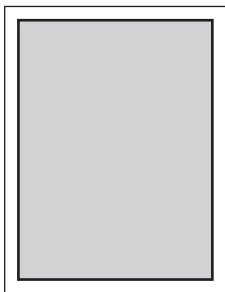
• Adobe Photoshop CS2 or lower, PSD's or EPS's:

File to be in CMYK. 300 dpi resolution, at a minimum of 100% of the final size. Flattened artwork. All fonts should be rasterized.

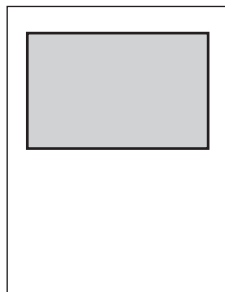
• High Resolution .tiff or .jpg:

File to be in CMYK. 300 dpi resolution, at a minimum of 100% of the final size.

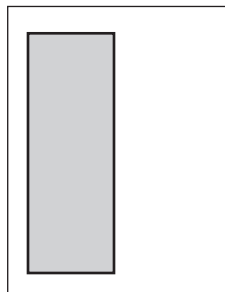
AD SIZES:



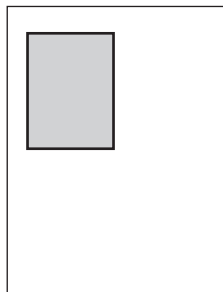
Full Page Ad:
7.5"w x 10"h OR
8.5"w x 11"h
with bleed



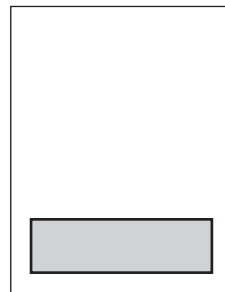
Half Page
Horizontal:
7"w x 4.5"h



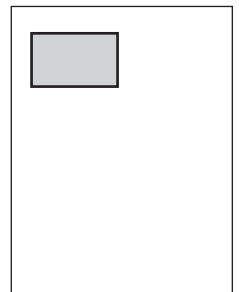
Half Page Vertical:
3.375"w x 9.25"h



Quarter Page
Vertical:
3.375"w x 4.5"h



Quarter Page
Horizontal:
7"w x 2.125"h



Eighth Page Ad:
3.375"w x 2.125"h