Advertising Specifications

Hockey Canada Event Program Advertisement Specifications

Mechanical Requirements – Event Program Ads

- Trim size width – 8.375" depth – 10.875"
- Bleed Size width – 8.75" depth – 11.25"
- Colour 4 colour process
- Bilingual

Please Supply artwork in one of the following formats:

Format #1 Camera Ready Film – artwork must be:

- 133 line screen
- Right reading
- Emulsion down
- ¼" bleed, if bleeds are specified
- If colour, must be 4 colour process (CMYK) – no spot colours
- Please supply positive proof, preferably a match to allow printer to correctly proof advertising

Format #2 Electronic Camera Ready Art on disk – artwork must be:

- QuarkXpress or Adobe Illustrator format for Macintosh
- Other editable EPS formats will be considered
- All fonts and images must be supplied
- A colour proof for all colour advertising must be supplied for proofing purposes
- Acceptable media include: CD-ROM, Zip disks, Jaz disks or via email (kmiddlebrook@hockeycanada.ca)

Note: Please forward all publication material to:

Kate Middlebrook
151 Canada Olympic Road, SW
Calgary, Alberta
T3B 5R5
(403) 777-4563
kmiddlebrook@hockeycanada.ca

*All Hockey Canada publications are bilingual and require one (1) page of bilingual artwork. If you are unable to supply bilingual artwork, please forward the following:
a) Two ½ page ads – one French and one English
b) An ad containing little or no text