

# LEARNING CURVES

CONTINUING EDUCATION • JOB TRAINING

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## Display Advertising

To e-mail advertisement:  
Send to:  
mail@andrewoliver.ca

If submitting a disc:

- All fonts should be saved on disc. Include a proof.

- All fonts must be of one family type, Postscript or TrueType, or outline all fonts.

- Grayscale images should be saved at a resolution of at least 300dpi.

- All linear bitmap images should be saved as a TIFF file.

- Set all files according to final output size.

Printing:  
WEB newsprint  
Publication trim size  
11-1/4" x 15"

Publication: 4 a year

**August September**  
(Fall)

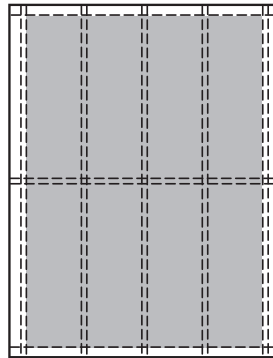
**November December**  
(Winter)

**February March**  
(Spring)

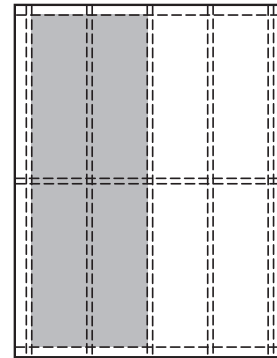
**May June**  
(Summer)

## Display Ad Dimensions

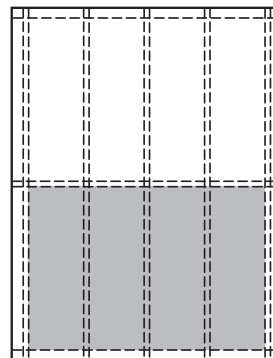
|                       | (inches) | (mm)      |
|-----------------------|----------|-----------|
| Full Page             | 10 x 14  | 254 x 355 |
| 1/2 Page - horizontal | 10 x 7   | 254 x 177 |
| 1/2 Page - vertical   | 5 x 14   | 127 x 355 |
| 1/4 Page - vertical   | 5 x 7    | 127 x 177 |



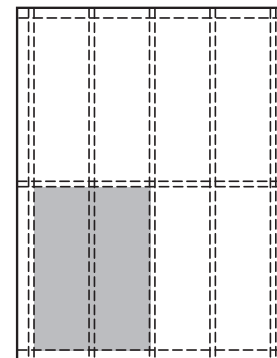
Full Page



1/2 Page - vertical



1/2 Page - horizontal



1/4 Page - vertical

**For more information,  
contact our Advertising  
Manager @ 416.923.7872**

## Advertising Rates in dollars

|           | Frequency |        |
|-----------|-----------|--------|
|           | 1x        | Repeat |
| Full Page | 700       | 650    |
| 1/2 Page  | 450       | 400    |
| 1/4 Page  | 300       | 250    |

Community groups and charity organizations receive a 35% discount. 10% additional cost for full colour.