



Certified
Technology
Professionals

info@technova.ca | www.technova.ca



202 Brownlow Ave. Suite 310
Dartmouth NS B3B 1T5
Canada

Tel: (902) 463-3236
Fax: (902) 465-7567
Toll Free: 866 723-8867

Advertising GUIDELINES



Advertising rates

	1x	2x
Back Cover	\$1750	\$2800
2-Page Spread	\$1500	\$2400
Inside Front Cover	\$1100	\$1760
Inside Back Cover	\$1100	\$1760
Full Page	\$800	\$1280
1/2 Page	\$400	\$640
1/4 Page	\$250	\$400

**20% reduction
for 2 issues**

NEW: Submit an article and get a 5% discount on all advertising

MECHANICAL SPECIFICATIONS

Digital File Requirements

- All ads must be supplied as PDF/X 1a (press optimized, fonts embedded, Acrobat distiller), converted to CMYK.
- Ensure that all images are a minimum of 300ppi at 100% of final placement size.
- Text type should be a minimum of 8 point; reverse type minimum 12 point. Leadership In Technology and its suppliers are not responsible for reproduction of type sizes smaller than those mentioned.
- Convert all spot/special colours to four colour process. Please provide CMYK files only. Do not submit files in RGB.
- Ads may be supplied on CD or DVD, or uploaded onto our FTP, and must be accompanied by a colour proof.
- All proofs must be made from the original file and include trim, cropmarks, and bleed (0.125"), if required.
- Filenames for PDFs should consist of: advertiser name_ad size_issue date (example: Gallery_1/4pgH_summer11).
- Advertisers and/or advertising agencies assume full responsibility for all contents of advertisements and any claim made against Leadership In Technology because of such content.
- Supplied colour proofs are only an approximation of colour reproduction. Leadership In Technology and its suppliers aim for pleasing colour throughout the proofing/printing process.

Advertising sizes

1 — Spread

Bleed 17.25" x 11.25"
Bleed Trim 17" x 11"
Non-Bleed N/A

2 — Full Page/Cover

Bleed 8.75" x 11.25"
Bleed Trim 8.5" x 11"
Non-Bleed 7.5" x 10"

3 — 1/2 Page Vertical

Bleed 4.4375" x 11.25"
Bleed Trim 4.1875" x 11"
Non-Bleed 3.6875" x 10"

4 — 1/2 Page Horizontal

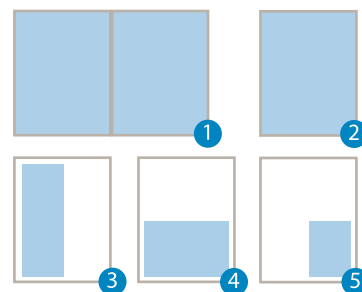
Bleed 8.75" x 5.6875"
Bleed Trim 8.5" x 5.4375"
Non-Bleed 7.5" x 4.9375"

5 — 1/4 Page

Bleed N/A
Bleed Trim N/A
Non-Bleed 3.6875" x 4.9375"

Keep safety 3/8" from bleed,
1/4" from trim.

Publication trim size: 8.5" x 11"



PUBLICATION DATES

Dates are approximate. TechNova reserves the right to change publication and delivery dates without notice.

SPRING EDITION

Deadline: March 1
Delivery: April 5



FALL EDITION

Deadline: October 15
Delivery: November 15