

Last year, 50 different unions, businesses providing services to unions, and community organizations placed inexpensive ads in the Mayworks program guide. Their advertisements reached over 5,000 labour and community activists who attended Mayworks events and performances throughout the nine-day festival.

**P U B L I C A T I O N   D E T A I L S**

7.5" (width) x 10" (height) / black & white / full colour cover

Confirmation deadline:                      Friday, January 27, 2012

Receipt of artwork deadline:              Friday, February 10, 2012

**A D   S I Z E   D I M E N S I O N S**

|                      |                               |                         |         |
|----------------------|-------------------------------|-------------------------|---------|
| <b>Full Page</b>     | 6.5" (width) x 9.5" (height)  | vertical placement only | \$1,000 |
| <b>Half Page</b>     | 6.5" (width) x 4.5" (height)  | horizontal placement    | \$400   |
|                      | 3.25" (width) x 9.5" (height) | vertical placement      | \$400   |
| <b>Quarter Page</b>  | 3.25" (width) x 4.5" (height) | vertical placement only | \$200   |
| <b>Business Card</b> | 3.5" (width) x 2" (height)    | horizontal placement    | \$100   |
|                      | 2" (width) x 3.5" (height)    | vertical placement      | \$100   |

## A R T W O R K   S P E C I F I C A T I O N S

### **File Formats Options:**

- 1) PDF
- 2) Illustrator EPS files  
(with all fonts embedded and converted to outlines)
- 3) Photoshop bitmap files  
(EPS or TIFF)
  - all image files should be saved at a resolution of 300 DPI
  - bitmap images files containing text smaller than 7pt should be saved at 600dpi
  - JPEG files are acceptable but should be saved with highest compression

All ads must be submitted in camera-ready digital format.

All ads must be in grayscale, or black & white, at 300dpi / 133lpi.

All ads must be accompanied by a hardcopy proof for reference purposes.

### **File Submission:**

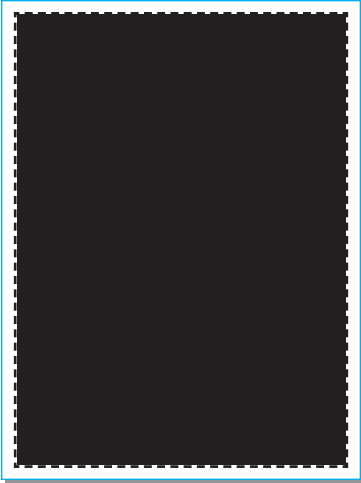
Digital ad files can be submitted on disk or sent via email to: [ads@mayworks.ca](mailto:ads@mayworks.ca)

Hardcopies can be submitted by fax (416-599-8661) or mailed to: 25 Cecil Street, Toronto, Ontario M5T 1N1

### **Additional Notes:**

Ads submitted in formats other than those indicated above might be subject to additional set-up and design fees. If an existing ad requires simple alteration there will be an additional charge of \$30, and if an ad requires assembling with elements provided, the charge is \$60. In instances where technical errors are found with digital submissions, hardcopies can be scanned and used as a substitute; however, resolution issues might occur.

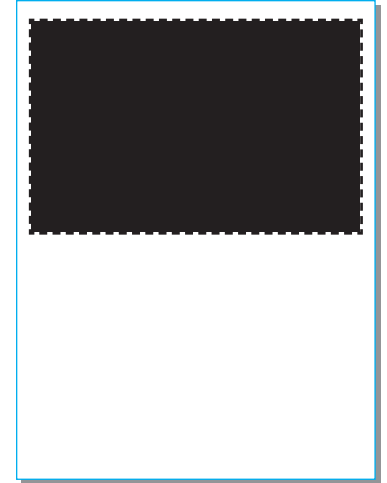
## AD PLACEMENT



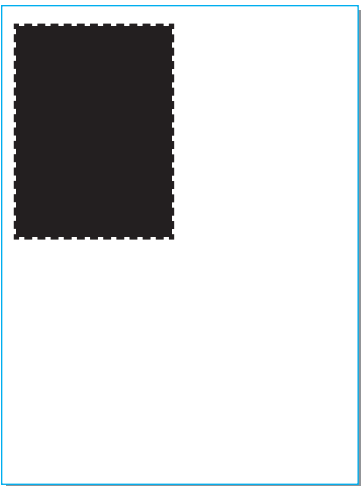
**Full Page**  
6.5" (width) x 9.5" (height)  
vertical placement only



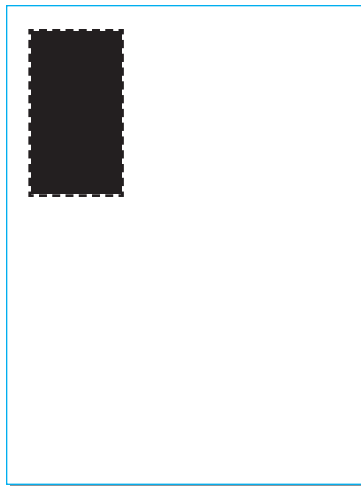
**Half Page**  
3.25" (width) x 9.5" (height)  
vertical placement



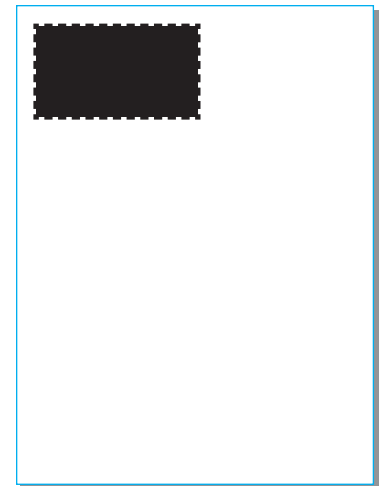
**Half Page**  
6.5" (width) x 4.5" (height)  
horizontal placement



**Quarter Page**  
3.25" (width) x 4.5" (height)  
vertical placement only

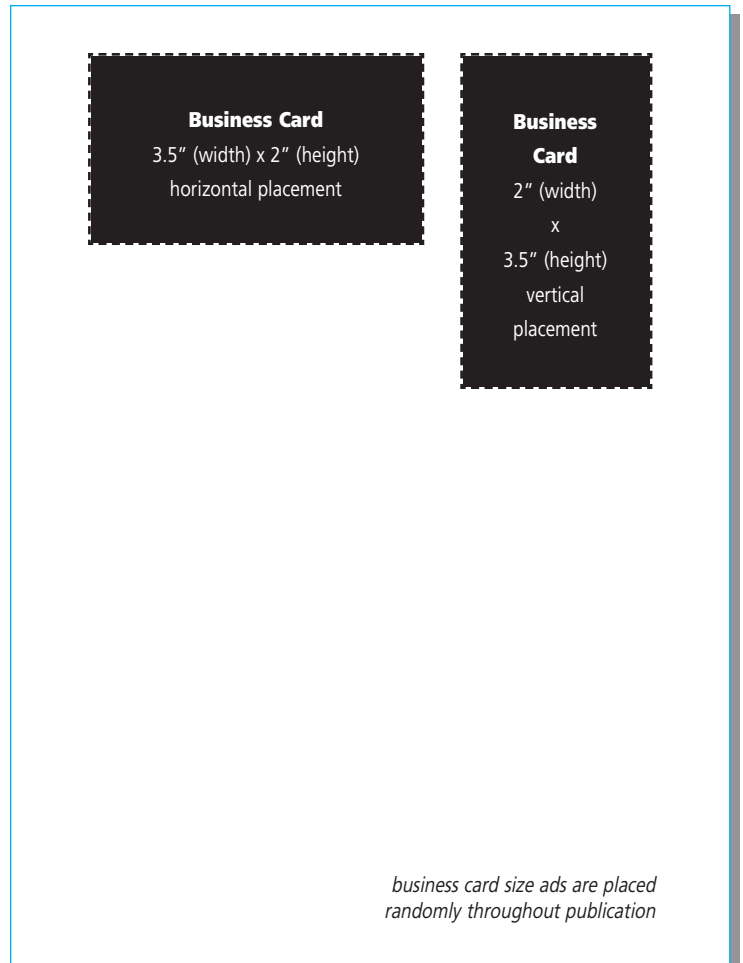
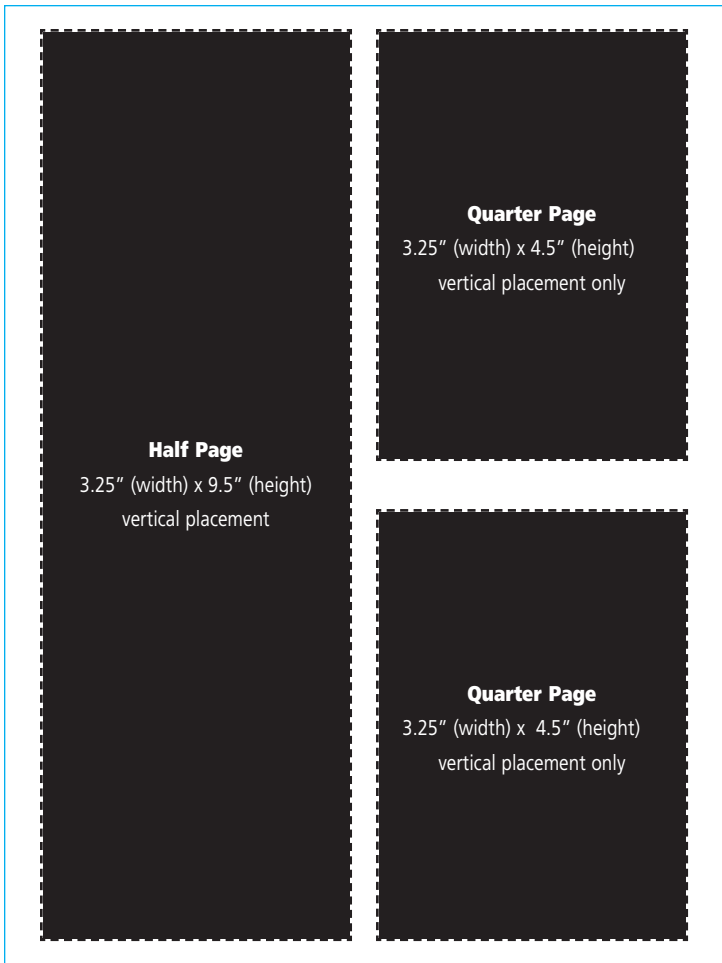
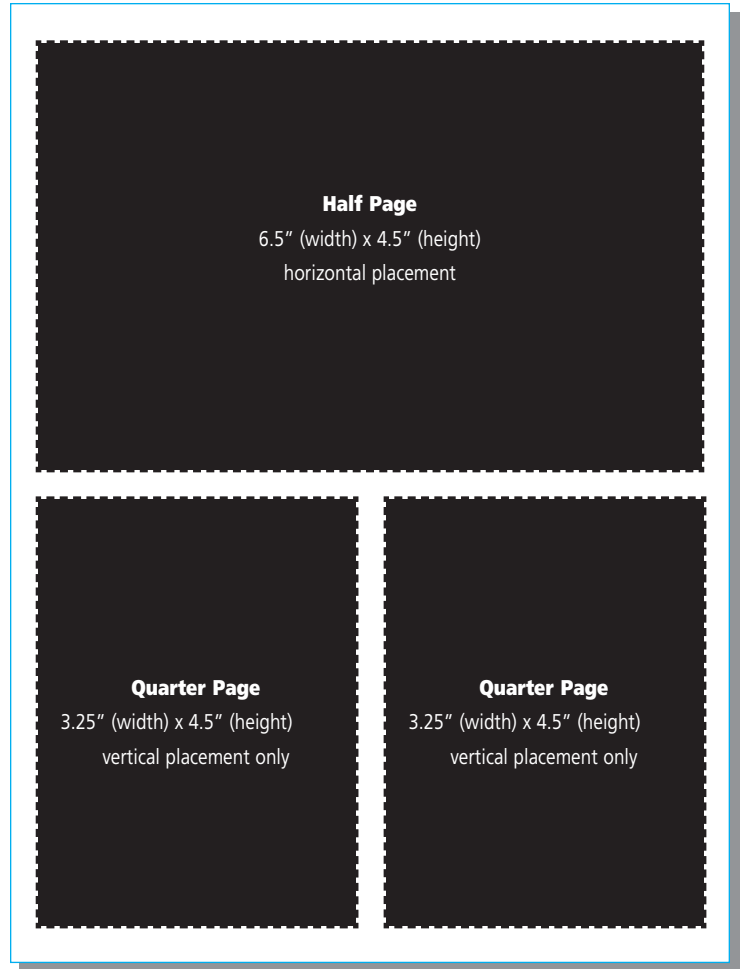
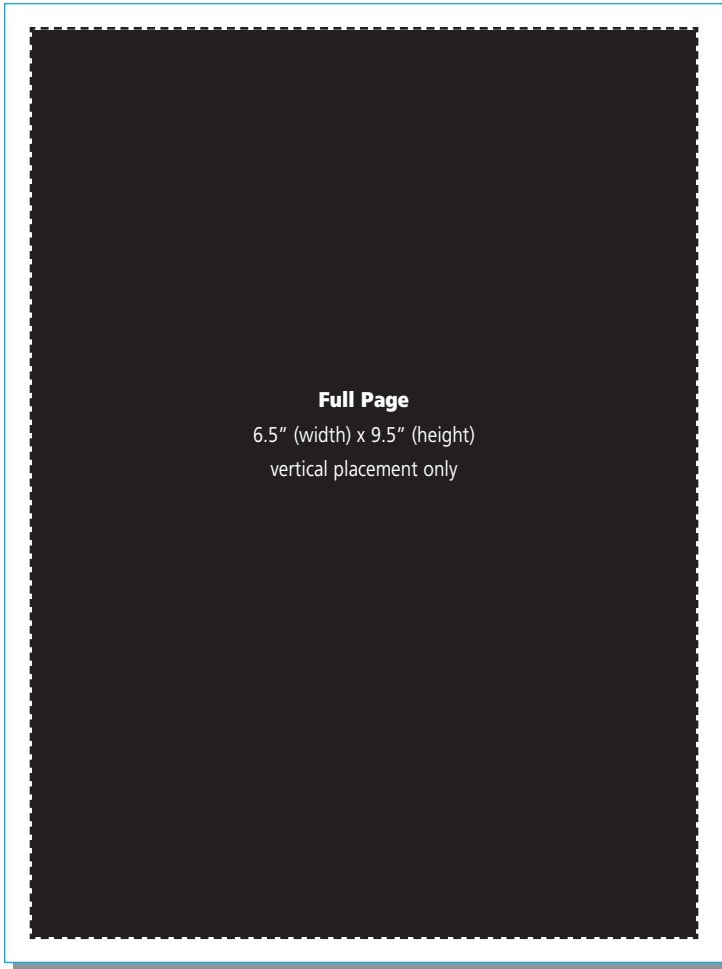


**Business Card**  
2" (width) x 3.5" (height)  
vertical placement



**Business Card**  
3.5" (width) x 2" (height)  
horizontal placement

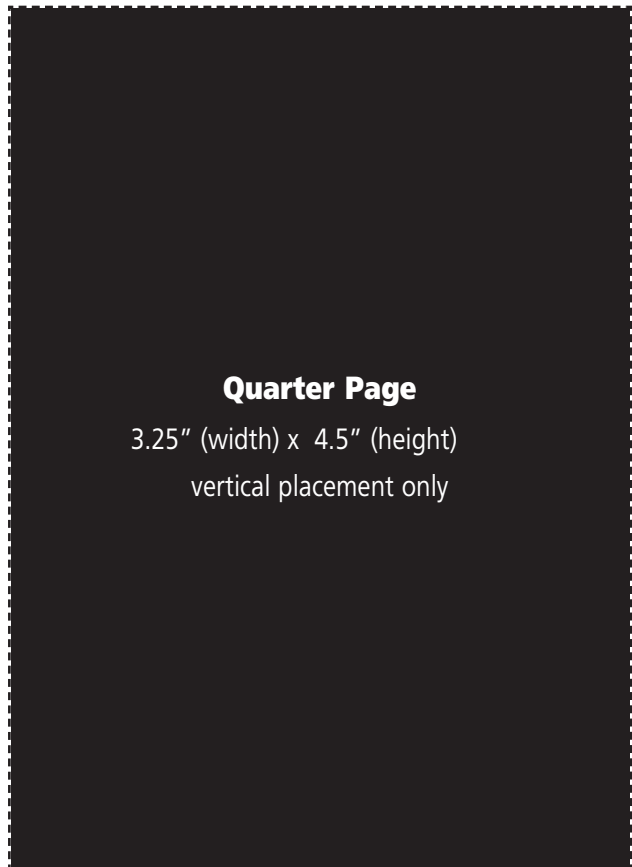
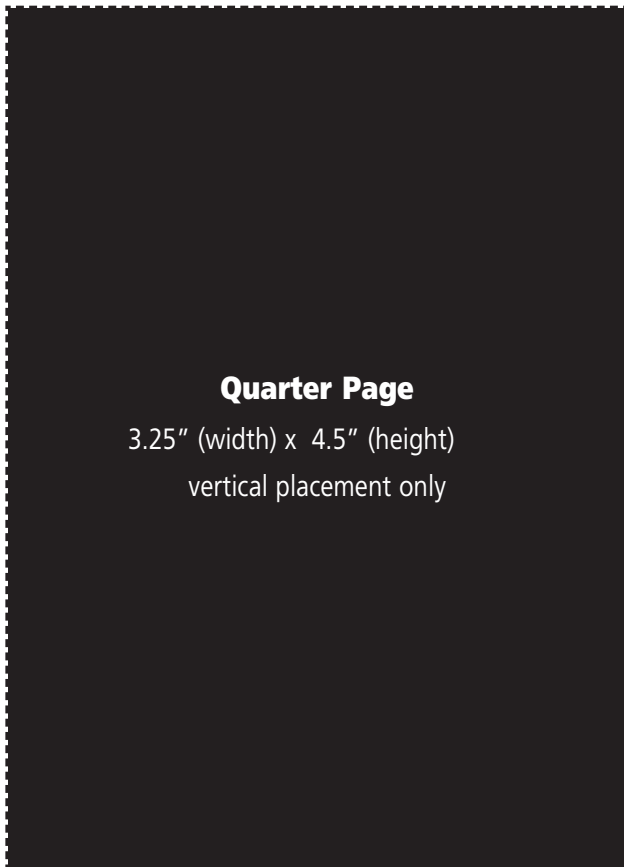
# AD PLACEMENT (layouts)

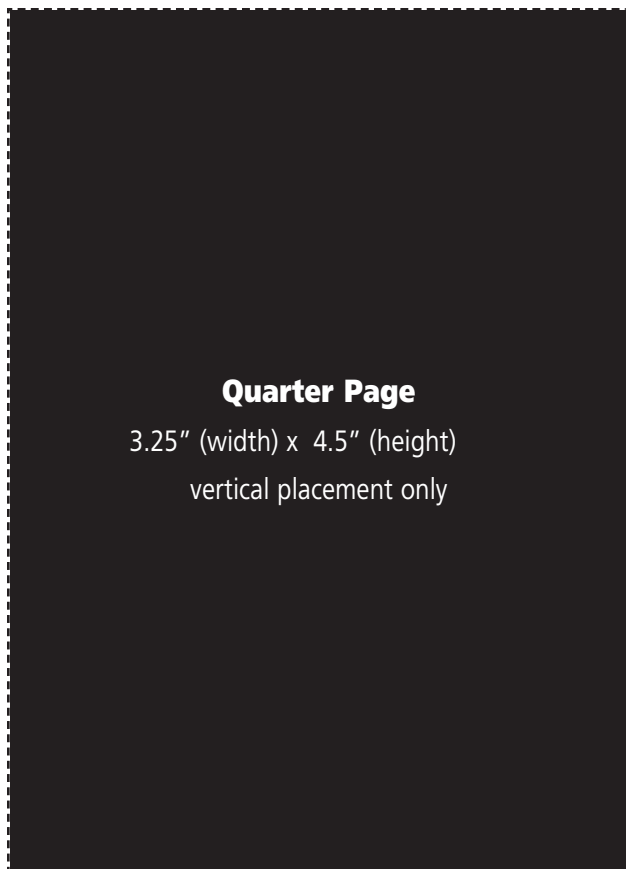
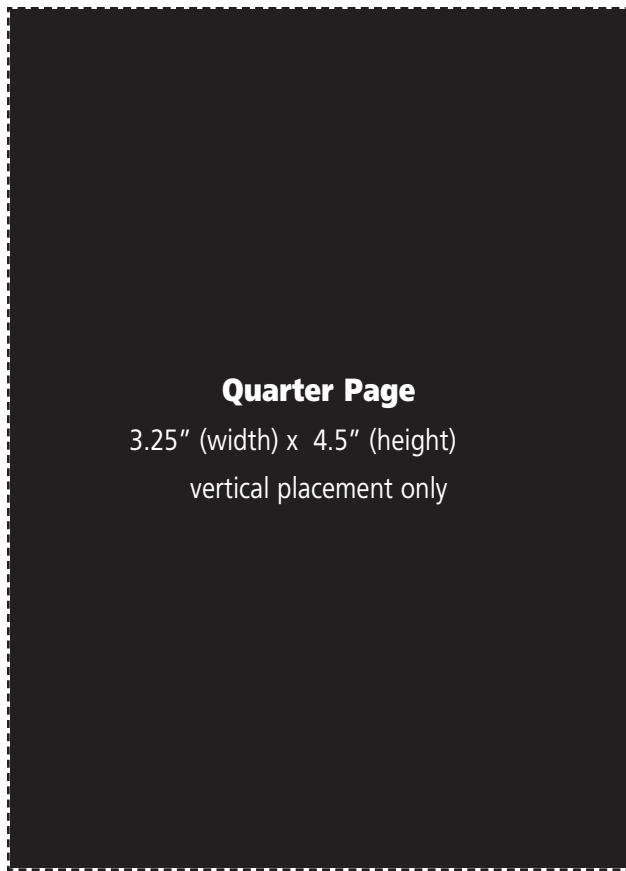
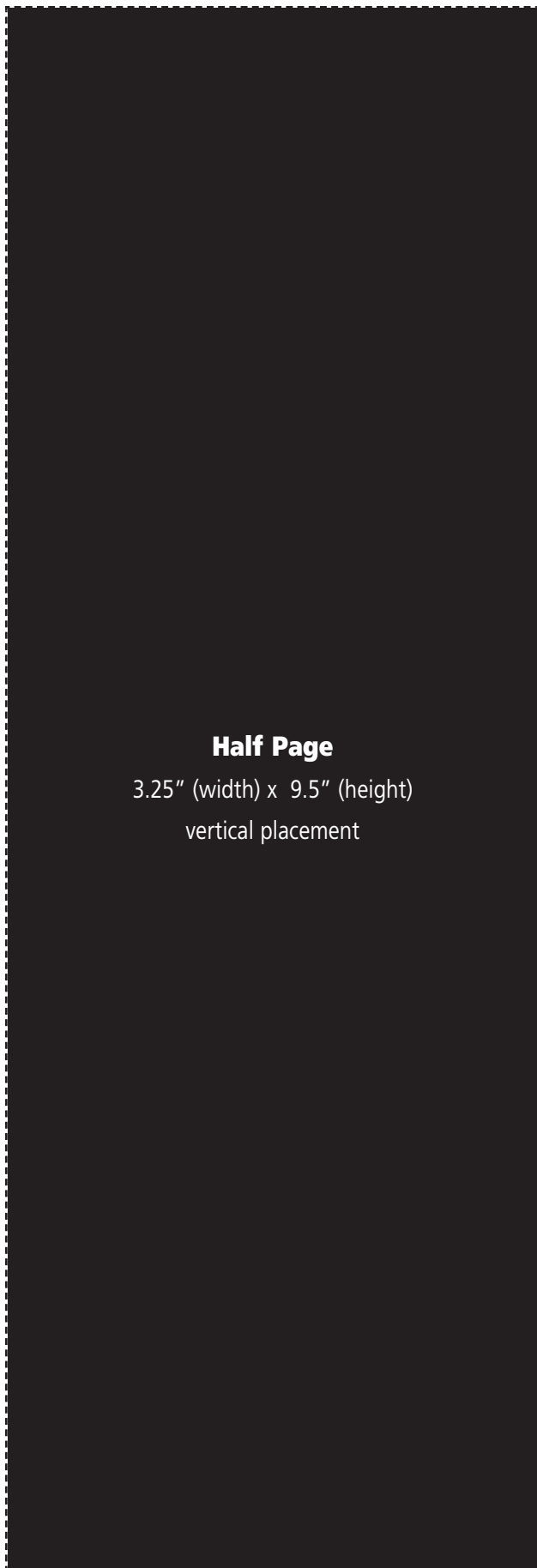


**Full Page**

6.5" (width) x 9.5" (height)

vertical placement only





**Business Card**

3.5" (width) x 2" (height)

horizontal placement

**Business Card**

2" (width) x 3.5" (height)

vertical placement