

Acceptable artwork formats: PDF, TIFF, JPEG, EPS, InDesign (please include packaged files and fonts).
Please convert type to outlines whenever possible.
Photo resolution should be no less than: Newspaper advertising – 200 dpi, Magazine advertising – 300 dpi
Spot and full color ads should be built CMYK. Black and white ads need to be in gray scale color mode.

Newspaper Advertising Column Widths

The Vancouver Business Journal is a tabloid newsprint publication, having five columns to each page. Advertising is built and billed by the column inch. A column inch is one column wide by one inch tall. Physical dimensions of the column widths are detailed below:

One column:	1.875"
Two columns:	3.911"
Three columns:	5.948"
Four columns:	7.986"
Five columns:	10"

The Vancouver Business Journal makes every attempt to accommodate advertising layouts and designs of every size and shape with the following exceptions. Advertising which is more than 10" in height but less than 12.5" in height will be billed for the full page depth of 12.5." One column by three inches is the smallest acceptable display ad other than the Business Card size ads which run as a part of the B.R.A.N.D. advertising packages or on the classified page.

Focus Section sponsor Banner

Banner Ad:	10" w x 1.5" tall
Industry List Banner:	10" w x 1.0" tall

Newspaper Deadlines

Vancouver Business Journal

— The week prior to publication

Proof Tuesday noon
No Proof Thursday noon

Holiday publication cycle

— The week prior to publication

Proof Monday noon
No Proof Thursday noon

Magazine Advertising Column Widths

Magazines produced by the Vancouver Business Journal have four columns to each page. The specific dimensions of our magazine page column widths are detailed below. Advertising which is more than 8" in height but less than 10" in height will be billed for the full page depth of 10."

One column:	1.78"
Two columns:	3.68"
Three columns:	5.59"
Four columns:	7.5"

Bleed Dimensions:

Full page with bleed:	8.875" x 11.375"
Final trim size:	8.375" x 10.875"

Book of Lists Advertising Specifications

A large format magazine, the Book of Lists has an overall dimension of 11 inches wide and 14.5 inches tall, with 5 columns per page. The specific dimensions of this publication's column widths are detailed below. Because of the unique nature of the content of this publication the height of advertising under each industry list is determined by the length of the list:

Strip under list ads:

Five column by two inches (10" x 2")

Display Ads:

Quarter Page:	5" x 6.75"
Half Page:	10" x 6.75" (Horizontal)
Half Page:	5" x 13.5" (Vertical)
Full Page:	10" x 13.5"

Bleed Dimensions:

Full Page:	11.125" x 14.75"
Final Trim size:	10.875" x 14.5"