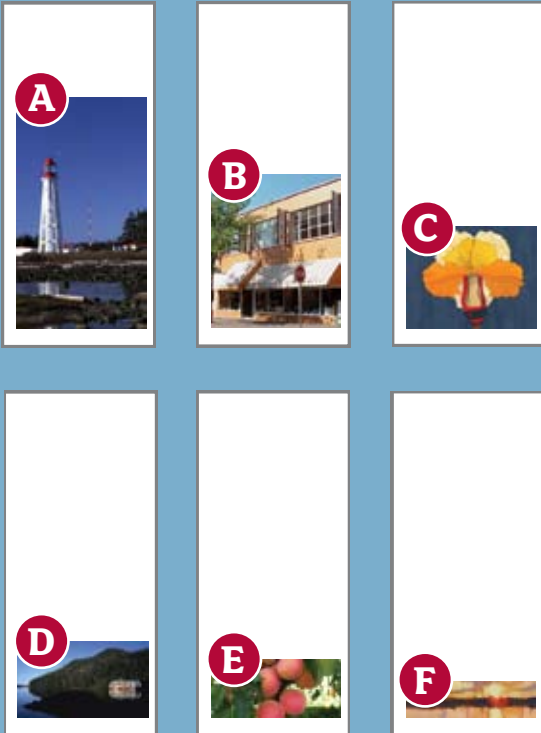


“I love the *Van Dop Arts and Cultural Guide to BC*. If only we had something similar in Alberta! When (visiting BC), I make sure I have a copy of the guide to find all the wonderful galleries and craft shops...and accommodations.”

—Hinton, AB



To book your ad contact  
**Samantha Allen,**  
 Director of Sales & Marketing  
 Tel: 604.540.1064  
 Email: [artguide@art-bc.com](mailto:artguide@art-bc.com)

**SEND AD MATERIALS TO: [production@art-bc.com](mailto:production@art-bc.com)**  
 421 Richmond St., New Westminster, BC V3L 4C4  
 Tel: 604.540.1064 Fax: 604.540.1062

Advertising Format:  
 Non Bleed Ad Specs

Non Bleed Ad Options	Non Bleed Size (W x H)
<b>A</b> 3/4 Page	3.375" x 6"
<b>B</b> 1/2 Page	3.375" x 4"
<b>C</b> 1/3 Page	3.375" x 2.625"
<b>D</b> 1/4 Page	3.375" x 1.9375"
<b>E</b> 1/5 Page	3.375" x 1.5"
<b>F</b> 1/8 Page	3.375" x .9375"

**DIGITAL FILES:** CMYK Colour

**PREFERRED FILES:** High resolution PDF

**OTHER ACCEPTED FILES:** InDesign CS2, Illustrator CS2 – placeable EPS files with all fonts converted to outlines, Photoshop – resolution 300 DPI, CMYK, TIFF.

**MATERIAL SUBMISSION**

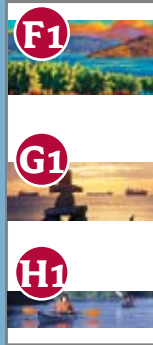
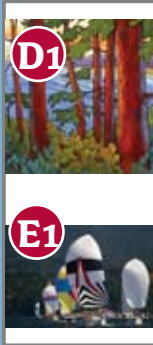
**ACCEPTED MEDIA:** Supply final material on CD or FTP transfer (contact us for details).

Or email large files through [www.yousendit.com](http://www.yousendit.com).

**CHARGES:** Additional charges will be invoiced to the advertiser if material is not in accordance with spec requirements.

**REQUIREMENTS:** When sending files include email with contact name & phone number, include the name of your organization in the name of your document.

e.g. **YourCompanyName\_VanDop.PDF**



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 421 Richmond St., New Westminster, BC V3L 4C4  
 Tel: 604.540.1064 Fax: 604.540.1062

## Advertising Format: Bleed Ad Specs

Bleed Ad Options	Trim Size (W x H)	Required Bleed Ad Size with .1875" bleed on all sides *
<b>A1</b> Double Page Spread **	8" x 9"	8.375" x 9.375" *
<b>B1</b> Full Page	4" x 9"	4.375" x 9.375" *
<b>C1</b> 3/4 Page	4" x 6"	4.375" x 6.375" *
<b>D1</b> 1/2 Page	4" x 4"	4.375" x 4.375" *
<b>E1</b> 1/3 Page	4" x 2.625"	4.375" x 3" *
<b>F1</b> 1/4 Page	4" x 1.9375"	4.375" x 2.3125" *
<b>G1</b> 1/5 Page	4" x 1.5"	4.375" x 1.875" *
<b>H1</b> 1/8 Page	4" x .9375"	4.375" x 1.3125" *

- \* Please ensure that all critical elements (logos, text or important images) are .385" away from the left and right edges of your ad and that there is .1875" bleed on all sides. Your ad may be returned or modified if it does not fit this criteria.
- \*\* For Double Page Spreads, ensure that no logos, text or important images are found in the middle .75" of the ad. Anything here will fall in the gutter of the ad and will be hard to see.

**DIGITAL FILES:** CMYK Colour

**PREFERRED FILES:** High resolution PDF

**OTHER ACCEPTED FILES:** InDesign CS2, Illustrator CS2 – placeable EPS files with all fonts converted to outlines, Photoshop – resolution 300 DPI, CMYK, TIFF.

### MATERIAL SUBMISSION

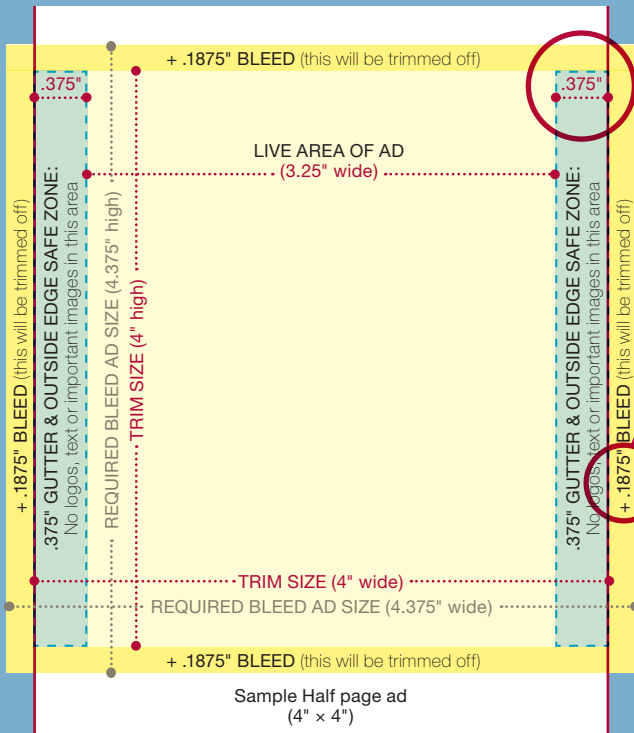
**ACCEPTED MEDIA:** Supply final material on CD or FTP transfer (contact us for details).

Or email large files through [www.yousendit.com](http://www.yousendit.com).

**CHARGES:** Additional charges will be invoiced to the advertiser if material is not in accordance with spec requirements.

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**e.g. YourCompanyName\_VanDop.PDF**





**Todd Clark Studio**

895 Charman Rd, Gibsons, BC, V0N1V4; 604.886.8343  
www.toddclarkstudio.com; By appointment only.

While on the Sunshine Coast, enjoy many contemporary and traditional paintings at Todd Clark Studio. There is something for everyone.

1/8 page



**Appleton Galleries**

1451 Hornby Street, Vancouver, BC, V6Z 1W8  
604.685.1715; www.appletongalleries.com  
Mon–Fri: 8:30am–1:00pm, Sat–11:00am–1:00pm  
Also available by appointment

Specialists in original Inuit and First Nations art, Appleton Galleries features one of Canada's largest collections of

Canadian Inuit stone sculptures, tapestries and Northwest Coast wood carvings, masks, plaques, paddles, talking sticks and more. More than 3,000 original carvings. Quality art for the collector in Downtown Vancouver for over 40 years.

1/5 page



**GILT Studio Gallery**

In Artisan Square, Bowen Island, BC; 604.947.0899  
www.giltgallery.com

Artists David & Holly Graff create fine art paintings and home decor accessories using traditional gilding techniques. Updating

the centuries old craft, they achieve a richly opulent finish on pieces that are equally at home in traditional and contemporary interiors.

1/4 page



**Gift of the Eagle Gallery**

441 Marine Drive, Gibsons Landing, BC; 604.886.4899  
eagle-gallery@dccnet.com  
Open Daily.

A rich and varied tapestry of coastal art including genuine native art – rooted in tradition and handcrafted by contemporary artisans.

Flora Floats by Jan Poynter

1/3 page

**SEND AD MATERIALS TO: production@art-bc.com**

421 Richmond St., New Westminster, BC V3L 4C4

Tel: 604.540.1064 Fax: 604.540.1062

## Van Dop Style Ad

We make it easy. Advertisers can choose to have the Van Dop Production Team assemble their ad using the Van Dop Style Ad. Follow the instructions for submission below and our talented design staff will layout, edit and proof your ad, assuring that you will have the best possible presentation.

Send high resolution images, contact information and description to **production@art-bc.com**

**DIGITAL IMAGE FILES:** Photoshop – resolution 300 DPI, CMYK, TIFF.

**REQUIREMENTS:** When sending files include email with contact name & phone number, include the name of your organization in the name of your document.

### MATERIAL SUBMISSION

**ACCEPTED MEDIA:** Supply final material on CD or FTP transfer (contact us for details). Or email large files through **www.yousendit.com**.

**REQUIREMENTS:** When sending files include email with contact name & phone number,

**Please check your email for a proof of your ad and reply to us with your approval or changes within 24 hours. We must have your approval before we can print the guide.**

Van Dop Style Ad Options	1/3 page	1/4 page	1/5 page	1/8 page
suggested word count *	60–90	55–90	50–70	20–35
suggested character count including spaces *	450–600	400–600	365–500	100–220

\* Includes address block and description; does not include your business name.

- These numbers depend on the **size** of your accompanying image(s) or logo(s) and special formatting requests such as separate paragraphs or bullet points. Please use this chart as a starting point as you may still need to edit your description.
- Most advertisers opt for larger and more images when they choose a larger ad size instead of more words

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421 Richmond St., New Westminster, BC V3L 4C4

Tel: 604.540.1064 Fax: 604.540.1062

## Production Tips

DO:

- **Convert all fonts to outlines**
- **Use TIFF for photos**, not EPS. JPEG, GIF and PICT files are not appropriate for print. Always provide images at 300 DPI when 100% size.
- **Convert all SPOT, RGB and INDEXED colours to CMYK.** Ads not supplied in CMYK will be converted however, we will not be responsible for proofing colour shifts with you.
- If you are creating your ad on a MAC platform, please remember to **save your ad with the extensions** (e.g. yourad.pdf)
- **Include the name of your organization in the name of your document** so it will be easier to find.  
e.g. **YourCompanyName\_VanDop.pdf**

DON'T:

- ✗ Do not pull images off your website, the resolution will not be correct for print.
- ✗ Your ad should not be created in Photoshop. Type and logos will not be sharp when printed. If you must, please ensure the ad is 300 DPI and CMYK.

## Questions?

Contact production at **604.540.1064** or send your inquiry to **[production@art-bc.com](mailto:production@art-bc.com)**.



**To book your  
ad contact  
Samantha Allen,  
Director of Sales  
& Marketing  
Tel: 604.540.1064  
Email: [artguide@  
art-bc.com](mailto:artguide@art-bc.com)**