

## Ad Insertion Order Form

Date: \_\_\_\_\_

Client: \_\_\_\_\_

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Billing Info: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Headline: \_\_\_\_\_

Issue Date: \_\_\_\_\_

Artwork provided

Artwork required

### Details

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### Ad Sizes

- Full Page: 10" w x 12 1/2" h
- 3/4 Page: 7 3/4" w x 12 1/4" h
- 2/3 Page: 6 1/2" w x 12 1/4" h
- or 10" w x 8 1/2" h
- 1/2 Page: 4 5/8" w x 12 1/4" h
- or 10" w x 6 1/8" h
- 1/3 Page: 3 1/4" w x 12 1/4" h
- or 10" w x 4 1/4" h
- or 4 5/8" w x 8" h
- 1/4 Page: 4 5/8" w x 6 1/8" h
- or 6 1/2" w x 4 3/4" h
- 1/6 Page: 3 1/4" w x 6 1/8" h
- 1/8 Page: 4 5/8" w x 3 1/2" h
- or 3 1/4" w x 5" h
- 1/16 Page: 3 1/4" w x 3 1/2" h
- Other: \_\_\_\_\_

*JUST FISHING* with "Big" Jim McLaughlin is published four times per year (Winter, Spring/Sports Show, Summer, Fall) on 40-lb. gloss white paper using a heat set process. Full page live area is 10" w x 12 1/2" h. Resolution for B&W advertisements should be a minimum of 150 DPI. Colour advertisements a minimum of 200 DPI. Our pre-press uses a Macintosh Platform & prefers receiving compatible files. All colour documents must be saved as process colour (CMYK). Please convert all Pantone & other colour systems to CMYK. High resolution PDF files are preferred. Artwork can be sent by email to [tammy@justfishing.ca](mailto:tammy@justfishing.ca) provided they are under 20 megs in size. Larger files can be uploaded directly to our FTP site.

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