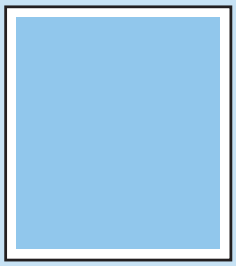
Journal of Commerce

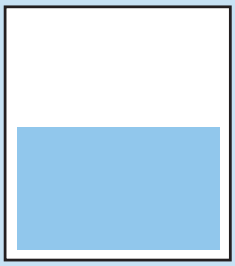
by ConstructConnect™

Journal of Commerce is published two times a week on Monday and Wednesday.

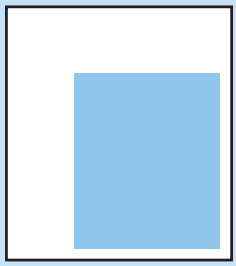
Display advertising sizes



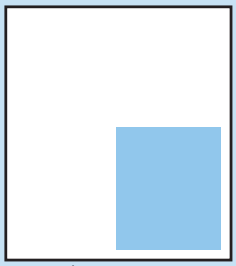
Tabloid page
62p6 W x 86p6 H
10-3/8" W x 14-5/16" H
263mm W x 364mm H
6 columns x 200 lines
1200 total lines



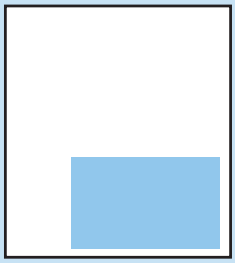
1/2 Tab (horizontal)
62p6 W x 42p6 H
10-3/8" W x 7-1/16" H
263mm W x 180mm H
6 columns x 99 lines
594 total lines



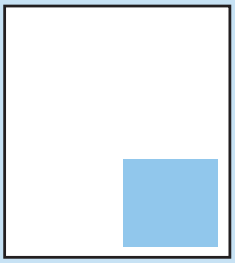
Magazine page
41p4 W x 57p2 H
6-7/8" W x 9-½" H
174mm W x 242mm H
4 columns x 133 lines
532 total lines



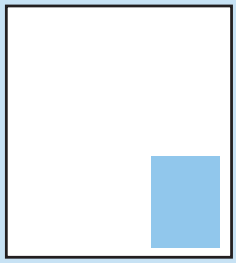
1/2 Page (island)
30p9 W x 42p6 H
5-1/8" W x 7-1/16" H
130mm W x 180mm H
3 columns x 99 lines
297 total lines



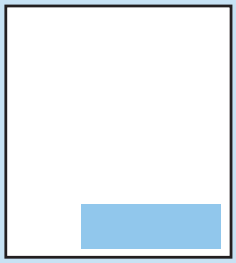
1/2 Page (horizontal)
41p4 W x 28p2 H
6-7/8" W x 4-11/16" H
174mm W x 119mm H
4 columns x 66 lines
264 total lines



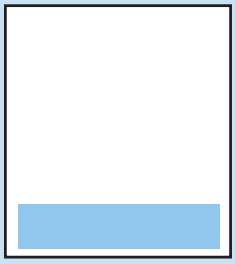
1/3 Page (square)
30p9 W x 28p2 H
5-1/8" W x 4-11/16" H
130mm W x 119mm H
3 columns x 66 lines
198 total lines



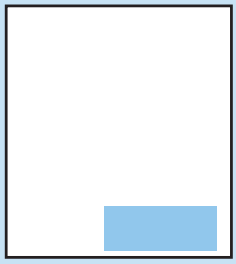
1/4 Page (vertical)
20p2 W x 28p2 H
3-3/8" W x 4-11/16" H
85mm W x 119mm H
2 columns x 66 lines
132 total lines



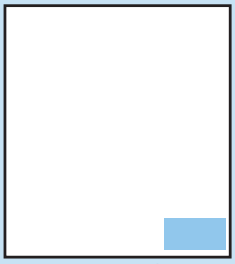
1/4 Page (horizontal)
41p4 W x 13p6 H
6-7/8" W x 2-¼" H
174mm W x 58mm H
4 columns x 32 lines
128 total lines



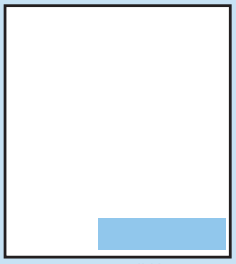
Banner
62p6 W x 13p6 H
10-3/8" W x 2-¼" H
263mm W x 58mm H
6 columns x 32 lines
192 total lines



1/2 Banner
30p9 W x 10p9 H
5 1/8" W x 1 ¾" H
130mm W x 44mm H
3 columns x 25 lines
75 total lines



Front page earlug
18p0 W x 9p0 H
3" W x 1-½" H
76mm W x 38mm H
2 columns x 21 lines
42 total lines



Front page dbl lug
40p3 W x 9p0 H
6- 11/16" W x 1-½" H
170mm W x 38mm H
4 columns x 21 lines
82 total lines

Contact your Advertising Executive to find out more about additional advertising options.

constructconnect™
Powering connections. Improving results.

Journal of Commerce, 101-4299 Canada Way, Burnaby, B.C. V5G 1H3
T +1 (888) 878-2121 +1 (604) 433-8164 **F** +1 (604) 433-9549
www.journalofcommerce.com

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MECHANICAL SPECIFICATIONS

1. **KIND OF PRINTING:** WEB OFFSET
2. **PUBLICATION TRIM SIZE:** 11-1/2" WIDE X 16" DEEP
3. **PAPER STOCK:** EB72
4. **SUPPLIED INSERTS:** RATES, QUANTITY AND SPECIFICATIONS ON REQUEST. Please contact the sales department for details.
5. **ELECTRONIC SUBMISSION OF ADVERTISEMENTS:**
   - Final ad material is accepted (in order of format preference) in PDF, InDesign, Illustrator, Photoshop, CS5 or CS6.
   - For InDesign, graphic elements should be submitted in TIF, JPEG or EPS formats at a minimum resolution of 300 ppi. Fonts should be included with the electronic file submitted.
   - For colour ads, ensure that all elements are in CMYK, not RGB. For black and white ads, ensure that all elements are in the black colour channel only (100% K). A copy of the ad's final appearance should be submitted by fax or PDF for reference only.
6. **ELECTRONIC SUBMISSION OF AD MATERIAL COMPONENTS:**
   - Text for any material should be supplied in Microsoft Word or text (RTF) format
   - Graphics (i.e. logos and/or images) should be submitted separately as attachments in TIF, JPEG or EPS formats at a minimum resolution of 300 dpi to ensure good print quality. Illustrator Vector A1/EPS is preferred for logos.
   - The covering e-mail message should state the program and version used to create the file, and the contact name and telephone number for the creator of the files.
   - Send to: joccanadacreative@cmdgroup.com
   - Production fees may apply.

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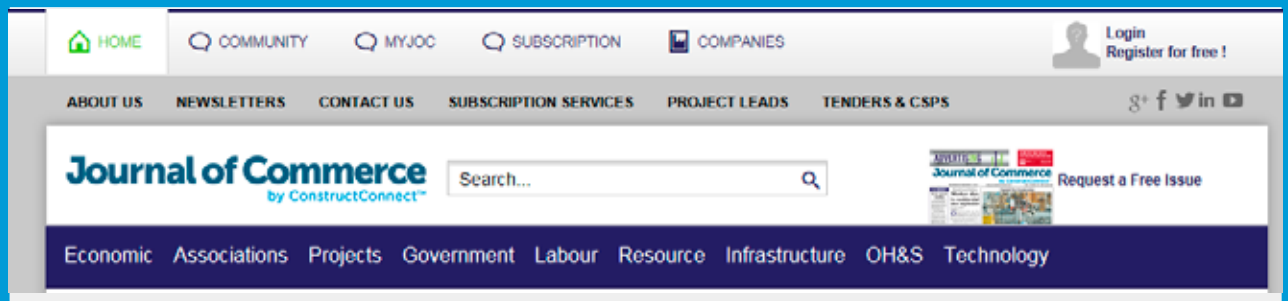
ONLINE ADVERTISING SIZES & SPECIFICATIONS



Leaderboard: 728x90

Big Box:
300x250

Half Page:
300x600

ONLINE ADVERTISING RATES

	CPM--ROS
728x90 Leaderboard	*Please contact us for a quote.*
300x250 Big Box	
300x600 Half Page	

**Big Box and Half Page sizes will not appear concurrently on any given page.*

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MECHANICAL SPECIFICATIONS

1. **FILE SIZE** : up to 40 kb

2. **SUGGESTED FILE FORMAT**
   GIF, Animated GIF, HTML, Javascript, Flash and 3rd Party Ad Serving. Custom formats on a case-by-case basis. Borders strongly suggested.

3. **ANIMATION** : Looping should not exceed 4x.

4. **TARGET URL**
   May not exceed 200 characters or have more than one embedded (?) question mark.

5. **SUPPORTED CREATIVE TYPES INCLUDE** (but are not limited to the following):
   RICH MEDIA (rich media fee may apply) : Pointroll . Eyewonder . Eyeblaster . Enliven
   3rd PARTY AD SERVING : Atlas DMT . Doubleclick . Pointdexter . Mediaplex

6. **ADDITIONAL FLASH REQUIREMENTS**
   Flash requires the .swf, .fla files and a back-up .gif, along with the URL.
   All rich media final ad is needed five (5) days prior to start of campaign.
   GIF, JPG and HTML final ad creative is needed five (5) days prior to start of campaign.

7. **CONSTRUCTION eWIRE CANADA**
   728x90 - gif or jpg (animation OK, NO flash)
   160x600 - gif or jpg (animation OK, NO flash)
   Headline + up to 100 words of text (include in the body of newsletter)
   Up to one (1) unique URL.

No ad? No problem. Our art department provides creative services at $125 per hour.

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