

# Hazel McCallion's 100th Birthday Photo Book Fundraiser



## Advertising Specifications



### Full Page Colour Advertisement/Photo/Greetings

Bleed Size 11.5" W x 11.5" H  
Trim Size/Visible Opening 11" W x 11" H  
Live Copy Safety 10" W x 10" H



### 1/2 Page Colour Advertisement/Photo/Greetings

No Bleed  
Ad Size/Visible Opening 10" W x 4.75" H  
Live Copy Safety 9" W x 3.75" H



### 1/4 Page Colour Advertisement/Photo/Greetings

No Bleed  
Ad Size/Visible Opening 4.75" W x 4.75" H  
Live Copy Safety 4" W x 4" H

## Accepted File Formats

High Resolution (300dpi) Adobe PDF is the best format to submit your ad.  
Embed all placed images and convert all fonts to outlines.

Adobe Illustrator and Photoshop files are also accepted.  
If submitting Illustrator files please package the file and include all fonts and images.

### **PRINT DEADLINE: DECEMBER 15, 2020**

All advertising submissions must be submitted to [Jessica.Berzins@thp.ca](mailto:Jessica.Berzins@thp.ca)  
by December 15, 2020 in order to be included in the photo book.

For more information, please contact Jessica Berzins at the Foundation Office at 416-305-4251 or  
[Jessica.Berzins@thp.ca](mailto:Jessica.Berzins@thp.ca)