

executive

a compass for commerce and communities



On-Page & On-Line



"400 Hwy's — Corridors of Influence"

Readers

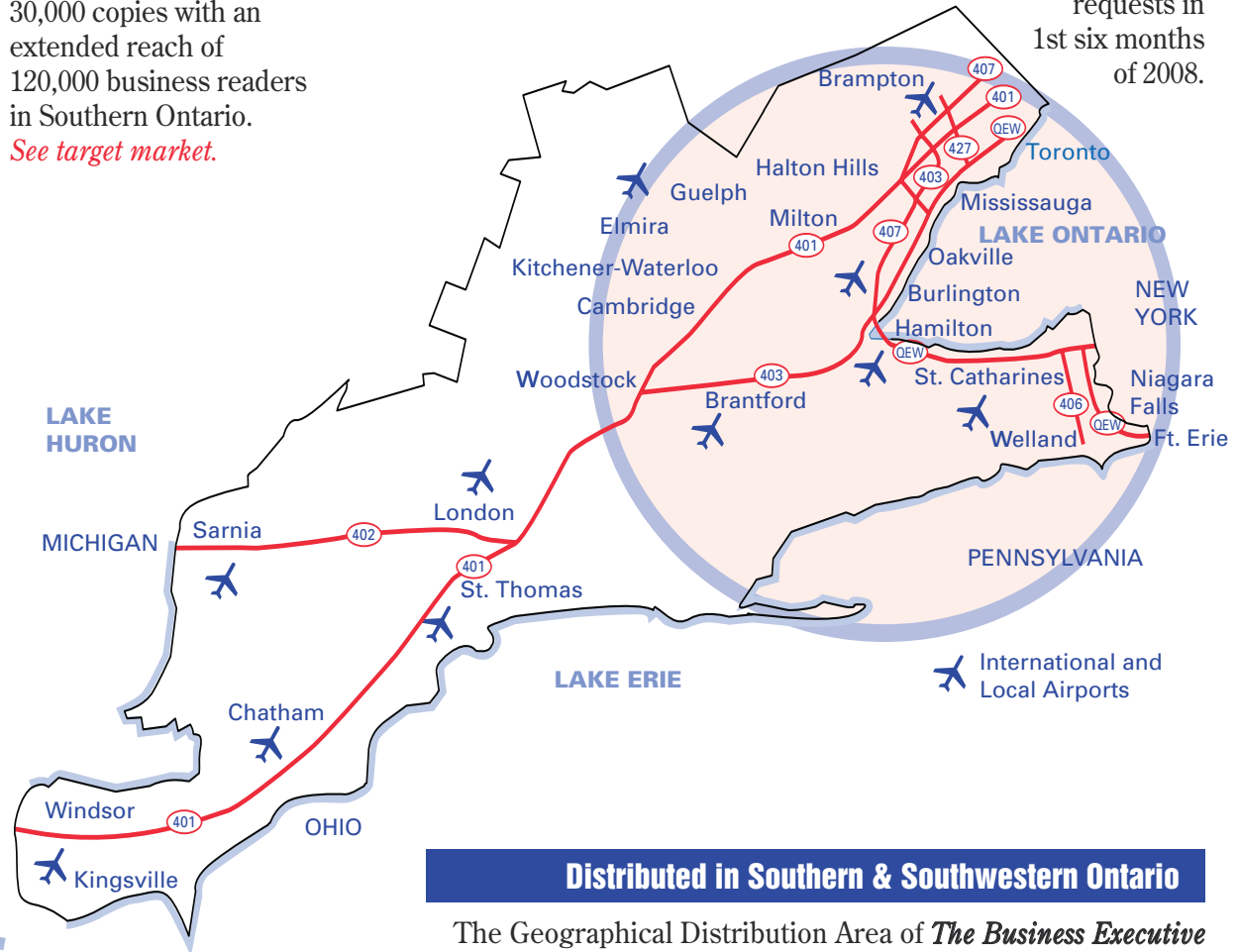
Monthly circulation of 30,000 copies with an extended reach of 120,000 business readers in Southern Ontario.

See target market.

Viewers

Over 2 million requests in 1st six months of 2008.

REVISED JANUARY 2009



Distributed in Southern & Southwestern Ontario

The Geographical Distribution Area of *The Business Executive* covers 76 communities with a population base of 7.6 million people representing 63% of Ontarians and 24% of Canadians. Its higher per capita income and proximity to the United States accounts for the 62% of total retail sales in Ontario.

MEDIA KIT — 2009

The Business Executive is owned and operated by **Advantage Canada Inc.**



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wpeters@busexec.com (Editorial)
t.peters@busexec.com (Advertising)

Why advertise in The Business Executive?

For... **Consistency**—under one ownership
 For Its...**Constant** support of business
 And continuous **Co-operation** with Business Associations
 For Its Publishing of...**Coherent** and **Cognizant** Editorial
 Creatively **Combined** with Astute Advertising

Compare ... then ... Communicate

Through—*The Business Executive*

*“A Compass for
 Commerce & Communities”*



**A Proud
 Member of:**



Canadian Profession
 Sales Association



Ontario Press Council
 Conseil de Presse de l'Ontario



Also available via the World Wide Web

- See all *editorial archived* by month:
www.busexec.com Click “Back Issues”
- See your *current ad* in a
 page-by-page format:
www.busexec.com/page1.pdf
- See our *Media Kit*:
www.busexec.com/MK.pdf



Addressed Recipients

Presidents (incl. CEO's, COO's CFO's, Managing Directors), Managers & Owner	65.5%
Sales	20.0%
Government (Federal, Provincial, Regional & Municipal) and Academia	14.5%
TOTAL	100%

Projected to total # of copies

Presidents	19,600
Sales	6,000
Government	4,400
TOTAL	30,000

Projected to readership

Presidents	78,600
Sales	24,000
Government	17,400
TOTAL	120,000

Available at over 700 Newsstand Locations from Toronto Downtown Core to Windsor

Locations include: Hotels; Restaurants; Wineries; Duty Free Shops; City Halls; Universities; Libraries; CAA Offices; Chambers of Commerce Offices; Car & Truck Rentals; Economic Development Offices; Via Rail Stations; etc.
 A very high pick-up rate at GO stations and TTC Gateway newsstands through Torstar Direct Services.
 For sale at MetroNews for GTA Newsstands and available through Via Rail in 1st Class lounges.

Distribution



Publishing Dates

Communities/Locations	Totals	TOTALS
Metro Toronto/Mississauga/Etobicoke/Brampton		8438
Oakville	4970	
Burlington	5013	
Milton/Halton Hills	592	
Halton Region		10,575
Hamilton	1510	
Brantford	796	
K-W/C/G	3881	
Niagara Region	1048	
Central SW Ontario		7235
London/St. Thomas/Woodstock	1308	
Sarnia/Windsor/Chatham	1771	
Western SW Ontario		3079
OTHER:		
VIA Rail —		1000
1st Class Lounges - Kingston - Toronto - London		
MetroNews		500
Paid copies in GTA		
Office — Oakville		400
Events, Trade Shows, etc.		
GRAND TOTALS:	31,227	31,227

ISSUE DATES	CLOSING FOR ADVERTISERS	DISTRIBUTION STARTS
2009		
January)		
February)	Jan. 16	Jan. 26
March	Feb. 13	Feb. 23
April	Mar. 13	Mar. 23
May	April 10	April 20
June	May 15	May 25
July)		
August)	July 10	July 20
September	Aug. 28	Sept. 8
October	Sep. 25	Oct. 5
November	Oct. 23	Nov. 2
December	Nov. 20	Nov. 30
January 2010	Dec. 18	Jan. 11

Modular Based National Advertising Rates

AD UNIT & SIZE	W x H	1 x ea.	3 x ea.	6 x ea.	9 x ea.	12 x ea.
ONE PAGE	10" x 14"	2,995	2,695	2,495	2,295	1,995
3/4 PAGE	7.5" x 13.5"	2,350	2,150	1,950	1,750	1,550
1/2 PAGE - ISLAND	7.5" x 10"	1,995	1,695	1,595	1,495	1,395
- VERTICAL	4.75" x 13.5"					
- HORIZONTAL	10" x 6.75"					
3/8 PAGE - VERTICAL	4.75" x 10"	1,750	1,550	1,450	1,250	1,150
- HORIZONTAL	7.5" x 6.75"					
1/4 PAGE - VERTICAL	2.25" x 13.5"	1,095	995	895	795	695
- STANDARD	4.75" x 6.75"					
- HORIZONTAL	7.5" x 5.25"					
- BOTTOM BAR	10" x 3.25"					
1/6 PAGE - BOTTOM BAR	10" x 2.25"	850	750	650	595	550
- VERTICAL	2.25" x 10"					
- STANDARD	4.75" x 5.25"					
1/8 PAGE - VERTICAL	2.25" x 6.75"	595	550	495	450	395
- HORIZONTAL	4.75" x 3.25"					
1/12 PAGE - HORIZONTAL	4.75" x 2.25"	395	350	295	250	225
- VERTICAL	2.25" x 4.75"					
Classifieds - HORIZONTAL	2.25" x column inch (1" minimum)	\$50 (payment with order by cheque, VISA, MC, Amex)				

Prime Positions:
 Front Cover,
 Back Cover ... or,
 by request +20%.
 Inserts subject to
 Publisher's approval.

Production cost extra for irregular formats.
Column width: 2 1/4"
Trim size: 11 3/8" x 15"
Live matter: 10" x 14"
Negative Film: right reading emulsion down
Line Screen: 100 dpi maximum

Black + 1 Color: \$175
4 Color Process: \$475
Subscription Rates: \$28/Can
 \$44/US
 \$66/Int'l

**Thousands of
Advertisers in
15 Years of
Publishing**

**ADVERTISING/
CREATIVE SERVICES**

A Fine Artist
Adcom Advertising & Design
Andrew Breithaupt & Assoc.
Brickworks Communications
Inc.
Colour Quest
Daniel V Photography
Data Graphics Design
Digital Art & Graphics
Executive Perfection
Grandir Group
Ideal Graphics
Ignition Design &
Communications
Interkom Inc.
Jag Communications Inc.
KLEERE Communications
Lawson Hunter & Associates
Magee Design
Niche Marketing & Sales
PS Graphics
Q.R. Imaging
R. Kemppi Desplays
Silva Graphics
Summit Graphics

AUTO

Acura on Main
Budd's BMW of Oakville
Budd's Imported Cars
Canada Wide Auto Leasing
Chip King
Ford Motor Co. of Canada
G.M. Cado;ac
Hertz Car Rentals
J. Lockwood Plymouth
Chrysler Ltd.
John Burkitt Lincoln
Consultant
Kerr Cadillac Pontiac Buick
Leggat Pontiac Buick
Mike Makwich's Petro Canada
Morden Servcentre
Oakville Honda
Oakville Nissan
Oakville Tire & Auto Centre
Oakville's Best Auto Detailing
Subaru of Mississauga

CHARITY ADS

ABC Canada
Arthritis Society
Big Brothers of Halton
Canadian Cancer Society
Canadian Red Cross Society
Child Find Ontario
CIBC Wood Gundy Children's
Miracle
Heart & Stroke Foundation
Lung Association
Participation
United Way of Oakville

COMMUNICATIONS

Bell Canada
BHC Cable Assembly
C H W O Radio
Cantel Inter Cellular
Clearnet
Cogeco
Dish Express Inc.
Hal Tek Communications
Kleere Communications
London Telecom
MDR Telecommunications
National Cellular
Shaw Mobile Comm
Teldisco

COMPUTER RELATED

Aardvark Communications
Aztec Computers
BITNET
Bitwise Micro Inc.
Bravo Software Group
CableNet/COGECO
Canadian Computer Outlet
Computer Security
Computerized Benefit
Systems Inc.
Cuesta System Inc.
Dataforge
GPS Pursuit
I.G.M. Enterprises
Ignition Design &
Communications
iSTAR Internet Inc.
Jim Kilmartin
(Computer Technician)
Laser Networks
Leadership Technologies
Leppert Business Systems
LYNX Canada
Magic Vision
McDonald Systems Group
Midrange Information
Solutions Inc.
Net Change Supply
Packard Bell Electronics
Primus
Qualprotech
SDR Computers
The B.O.S.S.
The Info Guide
Web Design by Wright
Weslink Datalink Corp.
Xpand CD Business Directory

CORPORATE

AGRA Monenco
Chamberlain Design
Elsag Bailey (Canada) Inc.
Ennisclare Corporation
Fluke Transportation Group
Fox 40 - R. Foxcroft
Hamilton Airport
Ian Martin Ltd.
Japanese Giant
Laidlaw
Mars Metal Co.
Moen Inc.
Nationwide Barter Corporation
Oakville Hydro
Pioneer Industries
Polywheels Manufacturing Ltd.
Procor Ltd.
SmithKline Beecham Pharma
St. Lawrence Cement
Tamrock Loaders
The Parking Source
Tymatic Controls

EDUCATION & TRAINING

AAT Schools
Academy of Learning
ADD Centre
Appley College
Brock University
Burgoyne Centre for Entrepreneurship - Brock University
Business Advisory Centre (BAC)
Caricom Institute of Technology
CollisionFree Training
D'Youville College
Fern Hill School
Hire a Student - Hamilton
Office
Human Resources Development
Canada
Calgary University

JobsOntario
Junior Achievement
of Oakville
Keyin College
Lake McLean Consultants
Meta Vision
Michael DeGroot School of
Business - McMaster
University
Ministry of Education
Mohawk College
Niagara College
P. Jodry & M. Pringle Business
Training Services
Peer Resource
Protocol International
Quest Learning Group
Sheridan College
Small Business Solutions
Sylvan Learning Centre
The Burke Group
The Centre
The Computer Tutor
The Enterprise Centre
TL Microsystems
Toronto School of Business
Young Drivers of Canada

EMPLOYMENT

Action Force
Adia Canada
Arthur Rivard & Associates
Canadian Executives
Organization of Oakville
Derek Cathcart
DGS Personnel
Howard Johnson Hotel
Human Resources Development
Canada
Infinet Networking Clubs
JobsOntario
Kelly Services
Michael Forst
Ministry of Education
Niagara College
Royal LePage
Summer Jobs Partnership
The Mutual Group
Thomas McConache
Toronto School of Business
U.S. Media Inc./Int'l Vend

ENVIRONMENTAL

Eco-Win
Environmental Contingency
Services
Greenflow Environmental
Services
Holz Environmental
Thompson Metals & Disposal
Wilson Laboratories Inc.

EVENTS/SEMINARS

Barbara Sullivan Campaign
Burlington Chamber of
Commerce Business Expo'98
Burlington Visitor & Convention
Bureau
C H W O - Seniors
Canadian QA
Financial Post Conferences
Golden Times
GHVF
Midland Walwyn Seminar
Mohawk College Technology
Showcase
Niagara College Call Centre
Seminar
Oakville Waterfront Festival
Ontario Renaissance Festival
OTMH (Support Walk, Run)
Palma Robinson & Associates
Partners in Our Future
Success for 1994 Show
The Jenkins Agency -
Home Show
The Mutual Group
Waterfront Festival
World Trade '94
World Trade '95

FINANCIAL

AIC Securities
American Express
ASA Commerce Group Inc.
Avestel Credit Union
Desjardins

Bank of Nova Scotia
(Burlington)
Bank of Nova Scotia
(Hamilton)
Bazar, McBean & Co.
Black Isle Financial
Brenark Securities
Brightside Financial
Business Development Bank
CBS Computerized Benefit
Systems In.
CIBC (Hopedale Mall)
CIBC Trust (Hamilton)
CIBC Wood Gundy
Computerized Benefit Systems
CUMIS Group
Dean Clark, Chartered
Accountant
Donaldson Bourgon Financial
Services
Falco Santi Riddell, C.A.
Financial Business Develop.
Corp
Fiscal Agents
Fortune Financial Corp.
Fund Profiler
FUNDATA Canada Inc.
Gary Olynik
Global Credit Services
Government Assistance
Programs
Grant Parson, C.A.
Hongkong Bank of Canada
Investors Group
Koivu Hutchings
Madhuri Drishnan, Business
Dev. Bank of Canada
McDermid St. Lawrence
Securities Ltd.
Merrill Lynch
Merrin Financial
Nesbitt Burns (Oakville)
Partners in Small Business
Paul Gupta, C.A.
PriceWaterhouse Coopers
RBC Dominion Securities
Renaissance Community
Investments
Richardson Greenshields
Royal & Sun Alliance
Royal Bank Business Banking
Centre
Royal Bank of Canada
S&S Associates
ScotiMcLeod
SB Partners.
SourceDisk IV
TD Evergreen Investment
Services
Templeton
Tino Gaetani Carusi, C.A.

**GOLF/RACQUET/
COUNTRY CLUBS**

Brantford Golf & Country
Club Ltd.
Burlington Racquet Club
Cedar Springs Health,
Racquet
& Sports Club
Glen Abbey Golf Club
Greystone Golf Club
Katrine Golf & Country Club
Millcroft Golf Club
Nevada Bob's Golf & Racquet
RCGA
Richview Golf & Country Club
Scenic Woods Golf &
Country Club
Springfield Golf & Country Club
Victoria Park East Golf

GOVERNMENT/ASSOCIATIONS

Access Halton
Alliance of Manufacturers &
Exporters Canada
Big Brothers Association
(Hamilton)
Bonnie Brown, MP
Burlington Chamber of
Commerce
Burlington Community Dev.
Corp. (BCDC)
Burlington Transit
Burlington Visitor & Convention
Bureau

Business Executives
Organization
Canada Post Corp.
Canadian Manufacturers'
Association
CEO of Oakville
City of Brantford
City of Burlington
City of Cambridge
City of St. Catharines
Community Foundation of
Oakville
Gary Carr, MPP
Government of Ontario
Greater Hamilton Employee
Assistance Program
Halton Hills Chamber
Halton Region
Hamilton-Wentworth Region
Hamilton Chamber of
Commerce
Hamilton Harbour
Commissioners
Junior Achievement
Milton Chamber of Commerce
Mississauga Board of Trade
Niagara Falls Chamber of
Commerce
Oakville Chamber of
Commerce
Oakville Hydro
Oakville Trafalgar Hospital
Ontario March of Dimes
Rotary Club (Oakville)
St. Catharines Chamber
of Commerce
Thorold Chamber of Commerce
Town of Milton
Town of Oakville
United Way
Welcome Wagon

HOME

Action Chem Dry
Beam of Canada
Brenda Connell (Quilts)
Elizabeth Interiors
Framing & Art Centre
Gerard's Welding &
Fabrication
In'Flector
Land-Scape Inc.
Magic Wand Carpet Cleaning
Oakville Movers
Power Vac
Royal Oak Construction
Sol-Cor Products
Space Age Shelving

HOTELS/RESTAURANTS

Admiral Inns
Barber House Fine Foods
BBQ Catering
Bistro 300
Burlington Conference
Centre
Carmen's
Carmen's Catering
CHAPS Restaurants
Choice Hotels
Etcetera Etc.
Gallery Bistro & Grill
Halmar Lodge
Holiday Inn (Burlington)
Holiday Inn (Oakville)
Holiday Inn Express (Oakville)
Howard Johnson Downtown
Toronto
Howard Johnson Hotel
Lorraine's Pantry Inc.
Michael's Inn
Monte Carlo Inn
Mye Japanese Restaurant
Napoleon's Steak House
Omega Steak House
Paradise Restaurant
Pasant Catering
Philly McNasty's
Piatto Restaurant
Quality Hotel & Suites
Queen's Landing Inn
Ramada Inn & Convention
Centre
Sheraton Hamilton
Sonoma Valley Bistro
The Pillar and Post Inn

The Prince of Wales Hotel
Travelodge
INSURANCE
Atto & Associates Insurance
Brokers
Dan Lawrie Insurance Brokers
E.J. Barilla & Assoc. Insurance
Agencies
Halton-Caird Insurance
Kerleigh Ernst Insurance
Life Quote Canada Insurance
M.S. Patterson & Assoc.
Insurance Agencies
Miltowne Insurance Agency
Royal & SunAlliance
Royal Life
Syd A. Vince Insurance Ltd.
Diana Tuszyński Insurance
Services
Maritime Life

INTERNATIONAL

Advantage Canada Inc.
D'Youville College - NY
Genesee County IDA - NY
Kavinoky & Cook - NY
Lynro Manufacturing - NY
MediaContacts International
NYK Line
NY State Econ. Dev. Dept.
PBB Global Logistics
Plaza Suites, Buffalo
State of Michigan
U.S. Media Inc./Int'l Vend - FL

LEGAL

Angelo Serafini Law Office
Brown, Scarfone, Hawkins
Haxell Smith Law Offices
Hutchinson, Thompson,
Henderson, Mott
Kavinoky & Cook
Linda J. Taylor
McArthur Vereschagin
Ryrie, Ford, Kerr
Simpson, Wigle

LIFESTYLE

Abbozzo Gallery
Brant Florist
Bronte Harbour Fine Arts
Chateau des Charmes
Complete Party Rent All
Dorland-Haight Gallery
Friends/Senior Friends
Great Dream Home Lottery
McLaren Barnes Gallery
McNaught Gallery
Moore, Al & Marlene
Oakville Summer Theatre
Petals & Greens Flower Shop
Pleasures
T-AMO Express
The Gallery
The Hopping Grapevine
Theatre Aquarius

MEDIA RELATED

Advantage Canada Inc.
Allprint Ainsworth Associates
Business Bulletin
C H W O Radio
Financial Post
Ideal Graphics
International Print Brokers Inc.
MediaContacts Int'l
National Admail (distributor)
Niagara Advertising Services
(distributor)
Novel Digital
Rictor Web Printing Ltd.
Roy Timm Photography

**OFFICE EQUIPMENT/
SUPPLIES**

Abby Air Systems Inc.
Adcom Presentation Group
Alternate Choice
Appley Business Machines
Ascum Hasler Mailing
Systems
Bre-Mar Office Equipment Inc.
Bruce Raham Business
Interiors
Cameron Springs

Carolyn Little Associates
Chemdry
Data Protection Group
Dundas Copier & Fax
Duocom
Fanhan Office Supplies &
Furniture
Fast Signs
Flannery Marketing
Frid & Russell Co. Ltd.
H&S Office Maintenance
Hill's Video
Label Graphics Ltd.
Lakeview Innovative
Lamitowne Design
Leppert Business Systems Inc.
Martin's Carpet & Interiors
Oakville Office Machines
OE Canon
OE Direct Warehouse Store
Sign A Rama
The Office Place
Videoscope Ltd.
Zippy Print (Oakville)

OTHER SERVICES

Aura Photographics
Ball, Harrison, Hansell
BGA International
Blended Visions Group
Bochsler Photo Associates
Brown Public Affairs
Consulting
Budwise Battery Handling
Systems
Burlington Office Services
Busenet
Camron Springs
Canadian Security &
Information Service
CANCOMM Publishing
Canmark Consulting Services
Carlson Marketing Group
Credit Bureau Collections
Daniel V. Photography
Decor & More Inc.
ECAO/IBEW Electrical
Contractors
Enterprise Advantage
Eric Lehner Systems
Development
Ernest Anderson Management
Consulting
Framing & Art
Geoff Bowden
H M Kraus & Associates
Halton Small Business
Advisory Group Inc.
House of Foil
IMPAC Systems
InfoSearch Group
Initial Security
Inger Mackenzie Photography
Inquiry Mgmt Services
Interior Car
K.J. Hales & Associates
KCB Courier Services
Kelly Alexander
Communications
Land-Scape Inc.
LDK Engineering Inc.
Lex Parker Design Consultants
Lomar Associates
McKay Management Consulting
Pek Halton Bus. Mgmt.
Philips Planning & Engineering
Limited
Power Systems Group Inc.
ProLab Colour Services
Promotion Resource Group
Inc. - PRG
Purulator Courier
Q.R. Imaging Inc.
Resource Protection Services
S & S Courier
Sanctimedia Sales
Seaway Mall
SFH Trading
Shore Warehousing
SmithKline Beecham
Secur
Sonitrol
T-AMO Express
TERAGRAM
The Mailbox Centre
Thomas Pigeon Design Group

Varmaat Kadet Inc.
WDS Kuper
Wright Mogg & Associates
XL World Processing
Zoom-In

PERSONAL SERVICES

1-2-1 Personal Trainers Inc.
Altered Image
Beverly Hills Weight Loss Clinic
Dave Brown, DDS
Dental Health Group
Diane Garley Family Therapy
Dr. Peter Syred
Exclusively Fit
Executive Fitness
Garvey's Fine Men's Wear
Health/Wellness
Kopriva Taylor Funeral Home
Many Faces Hair Salon
Marilyn Bellegem Consulting
Milton Denture Clinic
Motivation Plus Fitness
Patmos Counselling Assoc.
Pressed for Time Cleaners
Reiki Massage Workshops
& Courses
Sandra White
Sheila Morrison Basket Designs
Skin Care for Health
The Fitness Institute

REAL ESTATE/CONSTRUCTION

Batavia Gateway
Corporate Park
BOT Construction
Burlington Towers
CB Richard Ellis
Century 21/Miller Real Estate
Chambers & Co.
Countrywide Realty
First Gulf
Genstar Development Co.
George Hall Realty
Glen Orchard Homes
JJ Barnicke
MADCO/IBEW Electrical
Contractors
Monarch Construction
Pek Halton Business
Management Group
Re/Max Aboutowne
Royal LePage (Hamilton)
Royal LePage Commercial Inc.
Slough Estates
Snoek, Harry
Speers Executive Centre
Starlane Homes
Sutton Group
Switzer Homes

SHOPPING MALLS/RETAIL

Aikenhead's
Bookers Bookstore & Caffe
Chapters
East Hamilton Radio
Halton Lift Truck Inc.
Henry's Shoes
Hill's TV & Video
Hopedale Mall
M & M Meat Shops (Milton)
Margaret Keenan Design
Studios
Pets Festival
Srigley's Jewellers
The Rubbery
Upper Oakville Shopping
Centre
Walker's Chocolates
Zoom-In

TRAVEL/TOURISM

Adventure House Travel
Brant Travel Services
Bruce Hood Travel
Corporate AirLink
Excel Int'l Travel Ltd.
Goliger's Travel
Greyhound Air
Orion Travelinx
Partner Jet Inc.
Reach Out Tours
Spectrum Airways
Trillium Air
Uniglobe Travel
VIA Rail

Trim size: 11 3/8" x 15" **Live matter:** 10" x 14" (There is no bleed required on ads of any size.)
Please refer to our media kit for ad sizes and double-check that you have created your art to the correct size.

The preferred method for receiving artwork is digital (see below). However, we can still accept negative film under the following conditions:

- Show crop marks indicating size. Output at 100 lpi screen, right reading, emulsion down.
- Please supply a colourkey or laminate film proof for 4 colour ads. Laser proofs are acceptable for spot colour or black and white ads.

Digital files should be sent on CD if their total sum exceeds 5 meagabytes in size. Otherwise, create a single Stuffit or ZIP archive and e-mail your files as attachments to wpeters@busexec.com. **In either case, include a low res PDF file of your ad in lieu of a hard copy proof.**

Digital Art Specs for Native Application Files

The Business Executive Art & Prepress departments work primarily in Quark Xpress 6.5, Adobe Illustrator CS2 and Adobe Photoshop CS2 on the Macintosh platform.

We can accept Windows-based files created with these same programs; however, bear in mind the following with respect to fonts:

Quark files: Provide a low res PDF or hard copy proof and we will match your fonts as closely as possible.

Illustrator files: Convert all text to outlines and save files as EPS.

The following rules apply to files created on either Mac or Windows based platform:

Quark files: Collect all artwork and fonts onto disk. Be sure to include fonts in imported artwork.

Illustrator files: Save as EPS and include any placed images.

Photoshop files: TIFF, JPG & Photoshop EPS files must be greyscale or CMYK, **NOT RGB**. Please double check that your file is saved in the correct colour space.

- Resolution for digital photos must be **200 dpi at 100% of the size** the photo is to be reproduced.
- Resolution for scanned line art (logos/graphics) must be at least **600 dpi at 100% of the size** the graphic is to be reproduced.
- **Photos/logos pulled from web sites are NOT of high enough resolution for print production.**
- **Artwork placed in any word processing application is NOT acceptable and must be supplied as a separate art file.**

Corel Draw files: Convert all text to curves or outlines and convert shades and fills. "Save as" to Adobe Illustrator (.ai).

Digital Art Specs for PDF Files

The Business Executive can accept high res PDF files for digital submission. **It is critical that all fonts are embedded in the file.**

Digital Art Submission Checklist

To ensure the greatest accuracy in reproducing your ad as intended, please check the following before collecting and sending native application or PDF files:

- Convert spot colours (Pantone) to CMYK when printing 4 colour.
- Delete any unused spot colours from the layout colour palette.
- RGB scans must be converted to greyscale or CMYK.**
- Make sure TIFF picture boxes have a background fill of something other than NONE.
- Large areas of black should not exceed 95% in black and white ads. Rich blacks for 4 colour ads should be 100K + 25C or 100K + 25M only.
- Ads that have been prepared for glossy magazine reproduction should be adjusted to print properly on newsprint. **Avoid fine type and small font sizes when reversing text out of black.**
- Check colour separations by printing seps to your laser printer. Make adjustments if necessary before collecting and sending files.
- Double-check font usage to ensure the appropriate fonts have been used and not styled through the font menu. For example, use Times Bold Italic (plain) and not Times (bold, italic).
- Double-check picture usage to ensure all imports are correctly linked to your layout.

Ads Prepared By *The Business Executive*

If we are creating an ad on your behalf, text should be supplied as Microsoft Word or Simple Text and emailed to wpeters@busexec.com. Other individual elements such as photos or logos/graphics should be as sent as per native application file guidelines (see left). When in doubt, call Wendy Peters at 905-845-8300.