

# Ad Specs

Measurements are accurate WxH inches for *Senior Care Canada* advertisements.

**Full Page Bleed**  
8.375x11.125

Trim Size: 8.125x10.875  
Live Area/Safety: 7.25x10

**Double Page Spread**  
16.5x11.125

Trim: 16.25x10.875  
Live Area/Safety: 15.5x10

**Full Page – non-bleed**  
7.25x10

**Quarter Vertical**  
3.5x4.75

**Half Vertical**  
3.5x9.75

**Half Horizontal**  
7.25x4.75

**Market Square**  
3.5x3.5

**Quarter Horizontal**  
7.25x2.25

## Acceptable Print Files

**Formats:** TIF, PDF, EPS,  
JPG (full quality);

**Resolution:** 300 dpi;

**Submit Files To:**  
Artwork@SeniorCareCanada.com  
or by email to your rep.



**Online Ads**  
*SeniorCareCanada.com*  
Measurements in pixels



**Banner**  
790x100



**Skyscraper**  
160x600



**Mid-list**  
300x80



**Big Box**  
300x250

## Acceptable Web Files

**Formats:** PNG, JPG, GIF

**Resolution:** 100dpi

**Submit Files To:**  
Artwork@SeniorCareCanada.com  
or by email to your rep.