

# Program Guide Ad Checklist

## Ad Sizing

### Half Page Vertical

3.32" wide  
x 8.6" tall

### Half Page Horizontal

6.78" wide x 4.25" tall

### Quarter Page

3.32" wide  
x 4.25" tall

### Bottom Banner

6.75" wide x 2.155" tall

**High-Quality Printing:**  
Outside cover printed  
on hi-gloss stock;  
inside pages printed  
on newsprint.

### Full Page - No Bleed

6.75" wide x 8.58 tall

### Full Page - With Bleed

— 8.01" wide x 10.11" tall

Trim size: 7.6" wide x  
9.61" tall

— Include .5" safety area  
between ad copy and  
edge of page

Copy cannot extend into safety area

### Centre Spread – With Bleed

— 15.62" wide x 10.11" tall

— Trim size: 15.12" wide  
x 9.61" tall

Include .5" safety area  
between ad copy and  
edge of page

Copy cannot extend into safety area

## Ad Design Checklist

### TYPOGRAPHY & READABILITY

- Minimum font size is 10 pt  
(11–12 pt recommended for body text)
- Fonts are bold, clean and easy to read
- No thin, lightweight or script fonts
- No light text on light backgrounds

### LAYOUT & DESIGN

- Layout is clean and uncluttered
- High-contrast colour combinations are used
- Include a .5" safety area between ad copy and the edge of the ad for any ad with a bleed

- Clear hierarchy is used  
(headline → key message → contact info)
- Logos are large enough to remain clear when printed

### IMAGES

- Images are 300 dpi at final print size
- No images taken from social media or websites
- Artwork is built at the exact final print size
- File is final and print-ready  
(no drafts or editable files)
- File format is PDF or JPG  
(300 dpi, maximum quality)

**FINAL STEP:** Print before you submit. An ad that looks clear on screen may not print the same way. Always print your ad at 100% size to check image quality, text clarity and overall readability.