

Mechanical Requirements

Please supply all advertising material on disk or via FTP (stuffed or zipped). Please be sure trapping is completed. In order to maintain the colour/image integrity of files, it is strongly recommended that files not be e-mailed. Publisher does not accept liability for e-mailed files.

All submitted material must be supplied in a high resolution, CMYK, PDF format. The resolution of the file should be 300 DPI to ensure its high resolution format is met. This applies to the final PDF file and any of the images and/or art present in the file. The color specifications of the file should be CMYK and should not contain any Spot, Pantone, or RGB colors. All of the colors should be converted to CMYK model before output of the file. This applies to all images and/or art within the document. Publisher does not accept liability for any files submitted in a format that does not meet these specifications.

All digital files are to be accompanied by a proper colour contact proof.

All advertisements should be accompanied with a printed version of the submitted PDF file, which is to be mailed to the Publisher by the scheduled due date. Publisher does not accept liability for advertisements produced in error when a contact proof is not supplied. Publisher does not accept liability for advertisements supplied by, or approved by (client requested assembly ads) the advertiser.

If you are interested in onserts/inserts, tip ins, blow ins, et cetera, please contact your Account Manager for specifications and guidelines.

Note: Publication is trimmed to the tail, thus any binding lips or jogging will be to the bot-

tom of the publication (tail). For ad material questions and updates contact:
Kathryn Petrovich
Sales & Marketing Assistant
Kostuch Publications Ltd.
(416) 447-0888 x 236
e-mail: kpetrovich@foodservice.ca

For technical information please contact:
Derek Rae
Production Manager
(416) 447-0888 x 274
e-mail: drae@foodservice.ca

FTP Info:

Host: ftp://199.243.108.194
User ID: foodservice.ca
Password: foodservice.ca

Production Costs

Publication is printed through a four-colour process. Publisher does not assume fifth-colour printing costs.

Digital files not provided to specification will be subject to production charges.

Production assembly advertisements (client-requested assembly ads) are subject to production charges based on complexity and estimated time of the request.

When requesting ad assembly please keep in mind that production equipment is not calibrated to match, recreate or determine correct colour. Publisher does not accept liability for specific colour usage in ads that are assembled by our production team.

All shipping expenses are the responsibility of the advertiser. All disks will be returned to the advertiser after publication has been

printed only upon request of the client.

Contract and Copy Regulations

Rates are subject to change without notice. Publisher reserves the right to increase advertising rates at any time and contracts are accepted subject to this reservation. The advertiser reserves the right to cancel contracts without short rate charge, at any date upon which higher rates are made effective by the publisher. Publisher is not bound by any conditions, printed or otherwise appearing on contracts or copy instructions, when such conflict with the terms of this rate card. Verbal agreements are not recognized by the company. Publisher reserves the right to void any contract if the first insertion is not placed within two issues of the date of the contract.

All advertising copy and material must be delivered, charges prepaid, to *Foodservice and Hospitality*, 23 Lesmill Rd., Suite 101, Toronto, Ont. M3B 3P6. All preprinted inserts must be delivered, charges prepaid, to Transcontinental LGM Graphics, 737 Moray St., Winnipeg, Man., R3J 3S9. Mark cartons with magazine name and issue date. Foreign advertising material shipped to our offices should be labelled, attention: Thompson, Ahern Co. Ltd. Custom papers should state: No commercial value, advertising material for publication use.

Commissions, Discount Payments

Cash Discounts: Two per cent on net (after agency commission) if payment is received within 10 days of invoice date. U.S. funds to be remitted at current exchange rate.

Inserts: Rates upon request. All inserts subject to approval by publisher well in advance of publication.