

index

GAY & LESBIAN BUSINESS DIRECTORY

2012 Spring Edition

BOOKING DEADLINE: **MON, APRIL 18**
ARTWORK DEADLINE: **WED, APRIL 25**
RELEASE DATE: **TUES, MAY 17**

2012 Fall Edition

BOOKING DEADLINE: **MON, OCT 22**
ARTWORK DEADLINE: **WED, OCT 29**
RELEASE DATE: **THURS, NOV 15**



Ad rates

Net rates are shown

AD SIZE	COST
STANDARD LISTING	\$ 150
ENHANCED LISTING	206
FULL PAGE	2,059
1/2 PAGE VERTICAL	1,133
1/2 PAGE HORIZONTAL	1,133
1/4 PAGE VERTICAL	664
1/4 PAGE HORIZONTAL	664
1/8 PAGE	463

Value-added note: a free standard listing is granted with the purchase of any advertisement. An upgrade to an enhanced listing costs \$40.

Premium ad placement

Full page with bleed	\$3,908
Opening right-hand page	\$4,114
Inside back cover	\$4,913
Inside front cover	\$5,359
Outside back cover	\$6,699

Listings

Standard Listing: Bolded business name, descriptive text (10 words), address, phone number, email address and website.

Enhanced Listing: All the features of the standard listing with the option to add an additional six lines (up to 60 words) of text for description.

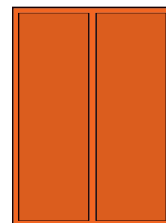
Toronto's Gay & Lesbian Business Directory in print and online

From the publishers of *Xtra*, Toronto's largest gay and lesbian newspaper, comes *Index* – Toronto's most widely read business directory for the gay and lesbian community.

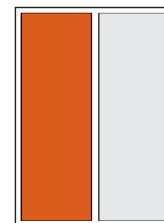
- **2 for 1** When you advertise in either edition you'll get a complimentary ad in the next issue at no cost.
- 40,000 copies of each edition of *Index* will be inserted into *Xtra*, making for a total circulation of 80,000 copies across Toronto.
- Receive added exposure in every edition of *Xtra* for one full year. That's 26 insertions at no additional charge!
- All *Index* ads are provided with full colour – free of charge.
- All listings are featured on the searchable online version at indexdirectory.ca.

Ad sizes

All measurements are in inches and refer to **width x height**



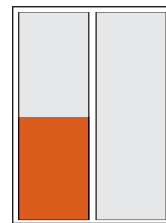
FULL PAGE
TRIM: 5.25 X 8.25*



1/2 PAGE VERTICAL
2.19 X 6.89



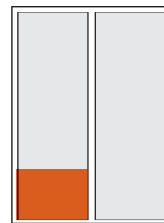
1/2 PAGE HORIZONTAL
4.53 X 3.25



1/4 PAGE VERTICAL
2.19 X 3.25



1/4 PAGE HORIZONTAL
4.53 X 1.44



1/8 PAGE
2.19 X 1.44

*Please add .125" bleed to all sides for trimming
Safe image zone is 4.75 x 7.75

Artwork Requirements

PLATFORM:
Macintosh

FILE FORMAT:
All artwork should be supplied in a press-ready PDF or PDFX-1a format. Please ensure all fonts are embedded, colour images are in CMYK mode and the PDF is the correct size of the ad. No printer/crop marks. Artwork created with spot colour is not accepted in PDF format.

Hi-Res TIFF, JPEG and EPS files are also accepted. We do not accept artwork in Microsoft Word, Excel, PowerPoint, Microsoft Publisher or CorelDraw.

Optimal Image Resolution
Line art: 600–1200 dpi
Bitmap images: 200dpi minimum

Line Screen: 150 lpi

DELIVERY:
Electronic artwork can be submitted by email, disc or FTP site. You must provide a printed copy of the artwork with the electronic file. Zip files are not accepted by e-mail.

Electronic files up to 7 mb can be emailed to:

Index Toronto:
index.toronto@xtra.ca

FTP site: For log-in information, call us at 416-925-6665 x214.

After delivery, please confirm with the paper that your artwork has been received.



INDEX TORONTO

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Toronto, ON, M5B 1J3
T 416-925-6665

F 416-925-6674

E index.toronto@xtra.ca