

East Coast Living magazine presents:

DESIGNER KIDS HELP PHONE SHOWCASE 2008

Admission price: \$15

This fall, 20 local designers and decorators will transform two condominiums in one fabulous location, all for the benefit of 2,000,000 kids. *East Coast Living* has recently taken the reigns of the Designer Showcase, the annual flagship fundraising event for the Kids Help Phone. The magazine, owned by Metro Guide Publishing is proud to give back to the community in this way, all while doing what we do best – inspiring home life in Atlantic Canada. The two condominiums, located in Bishop's Landing on the Halifax Waterfront, are currently undergoing the transformation and will be revealed to the public starting Oct. 23 - Nov 16, 2008. This is a unique opportunity, not only to see inside of one of Halifax's most exclusive addresses, and to witness to amazing creativity of our local designers and decorators, but also to help the Kids Help Phone and all the children who rely on this service every year.

Rates & Specs

Booking deadline for advertising space
Artwork deadline

Sept. 29, 2008
Oct. 3, 2008

Total circulation

7,000 copies

Final size of trimmed publication

8 1/8" x 10 7/8"

Unit	Width	Depth	4 colour
full page*	7 1/2"	10"	\$ 1735
1/2 horizontal	7 7/16"	4 7/8"	1325
1/4 vertical	3 9/16"	4 7/8"	765
inside back/front cover			2050
outside back cover			2450

Rates quoted are net, HST applicable.
Net 30 days, with 2% per month on overdue accounts

* full bleed add 1/2" margin to all sides of trim size

Preferred position: add 10%.

All rates are based on disk ready artwork. Production charges, where applicable, will be billed separately.

The Kids Help Foundation reserves the right to refuse any advertisement which may be deemed objectionable or detrimental to the interest of their project, specifically, Designer Showcase /Kids Help Phone.

Mechanics

Metro Guide Publishing is pleased to offer ad design and production services if required. Our rates are \$45/hour. Supplied ads should be designed at the appropriate size (dimensions above) at 300 dpi. Our preference is to have ads supplied in a Macintosh format on a CD, e-mailed to us or uploaded to our FTP site (address available upon request). Preferred programs include Quark, Freehand, Illustrator and Photoshop. We cannot accept Pagemaker or MS Word files. If supplied on a disk, we require specifics pertaining to:

- whether the creating program is Macintosh or IBM
- the name of the program used and its version;
- all fonts used (include the screen and printer fonts);
- any EPS or TIFF files (all must be included);
- colour (must be in CMYK);
- 100% laser outputs of the ad, including a composite and separations.

Printed web offset lithography
Emulsion down, 133 line screen
Trim size: 8 1/8" x 10 7/8"
Bleed: add 1/2" margin to all sides of trim size

Contact

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