



# VERITAS

LEGACY OF LEADERSHIP • UNE TRADITION DE LEADERSHIP



## Engaging Global Leaders

**E**stablished in 1999, VERITAS enjoys a niche position with more than 6,000 connected and active subscribers consisting mainly of Royal Military Colleges of Canada alumni. Advertising in VERITAS places your message in front of highly influential government, business, community and Canadian Forces leaders and decision-makers.

## GENERAL BOOK SPECIFICATIONS

- Trim Size** 8.375" x 10.875"
- Bleed** Minimum 1/8" bleed
- Colour** CMYK throughout
- Printing** Heatset web press
- Binding** Saddle-stitched



## ADVERTISING DEADLINES

Issue	Booking Deadline	Ad Deadline	Release Date
Summer	May 1	May 10	June 28
Fall	Oct. 10	Oct. 18	Nov. 29

## MECHANICAL SPECIFICATIONS

- Ad material must be supplied in:
  - High-resolution, 300 dpi, print-optimized PDF format: **PDF file (PDF-X/1A)**. All fonts must be embedded.

Please use printer PDF export settings to save final artwork. A PDF containing proper export specifications for InDesign or QuarkXPress will be supplied via email upon request.

OR

- High-resolution **EPS, JPEG** or **TIFF** file format in high-resolution, 300 dpi. All fonts must be converted to outlines.

- Ads must be supplied in **CMYK** (four-colour process). No Pantone or RGB colour files will be accepted for print reproduction.
- Ads must be saved with crop marks.
- Full-bleed ads must extend a minimum of 1/8" past the trim dimensions on all four sides.
- A colour-calibrated hardcopy proof must be provided with the artwork if the printer is expected to match colour on digital files.
- VERITAS will not assume responsibility for:
  - type reflow if fonts have not been embedded or converted to outlines
  - accurate colour reproduction if press-ready proofs are not included and calibrated colour proofs have not been supplied.

# VERITAS

The magazine of the Royal Military Colleges Club of Canada  
La revue du Club des Collèges militaires royaux du Canada

## RATES

Ads	CMYK (Full Colour)	Black & White	X3 Savings
Inside Front & Back	\$4,000		10%
Outside Back	\$4,500		10%
Double-Page Spread	\$5,000	\$3,000	10%
Full Page	\$3,000	\$2,000	10%
1/2 page	\$2,000	\$1,200	10%
1/3 page	\$1,200	\$800	10%
1/4 page	\$1,000	\$500	10%
1/6 page	\$600	\$200	10%

\*All figures are in Canadian dollars

## AD SIZES

	Width x Height
Double-Page Spread Bleed	16.75" x 10.875"
Full-Page Bleed	8.375" x 10.875"
Full Page	7.375" x 9.875"
1/2 Page Vertical	3.625" x 9.875"
1/2 Page Horizontal	7.375" x 4.875"
1/2 Page Horizontal Bleed	8.375" x 5.5"
1/3 Page Horizontal	5.5" x 3.6875"
1/4 Page Vertical	3.625" x 4.75"
1/6 Page Horizontal	3.625" x 2.75"

### Formats for supplying ads:

CD, DVD or email  
(Please do not email files larger than 5 Mb)

### For all ad inquiries, please contact:

Bill Oliver  
RMC Club of Canada  
613-541-6000, Ext. 6814  
oliver-b@rmc.ca

### Delivery

Advertising materials should be sent to:  
Bill Oliver  
RMC Club of Canada  
15 Point Frederick Drive  
Kingston, ON K7K 7B4

