

# The Canadian Shorthorn Report

## Ad sizes & specifications:

### CMYK Colour

Full page (with 0.125 bleed)	8.75" x 11.25"
2/3 page (no bleeds)	4.583" x 10"
½ page (no bleeds)	7.5" x 4.833"
1/3 page square (no bleeds)	4.583" x 4.583"
1/3 page vertical (no bleeds)	2.167" x 10"
1/3 page horizontal (no bleeds)	7.5" x 3.167"
¼ page (no bleeds)	3.75" x 4.833"
1/6 page (no bleeds)	2.167" x 4.833"
Business card (no bleeds)	2.45" x 1.5"

Ad Due Dates	Publication Date
Winter December 15	January 15
Spring February 1	March 1
Herd Reference July 1	August 1
Fall September 15	October 15