

Connecting the market. Engaging your prospects.

Specs.

ADVERTISING SPECIFICATIONS

Sizes

Ad Size (inches)	Width	Depth
Double Page Spread	17.25	11.375
Full Page Trim	8.375	10.875
2/3 Vertical	4.75	9.5
1/2 Island	4.75	7.25
1/2 Horizontal	7.25	4.75
1/2 Vertical	3.5	9.5
1/3 Square	4.75	4.75
1/3 Vertical	2.3	9.5
1/3 Banner	7.25	3.165
1/4 Square	3.625	4.75
1/4 Vertical Long	2.3	7.5
1/4 Banner	7.25	2.375

Full Page Bleed: please add 0.125" on all sides to trim specs

Full Page Type Safety: please inset all type 0.5" from trim specs

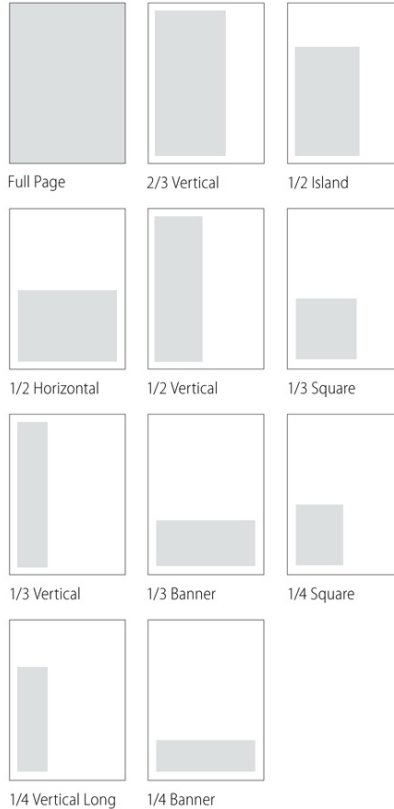
MATERIAL REQUIREMENTS

Provide a Hi-resolution, press optimized, CMYK only PDF.

Please ensure all fonts are embedded or converted to outlines.

Other acceptable formats: EPS, PDF, TIF or JPEG. Please ensure all images are a minimum of 300 dpi at full size and are CMYK.

File Transfer: Compress files to reduced transfer problems, both for size and corruption protection. Size changes, re-setting, re-formatting and/or corrections will be charged to the advertiser.



All data is 100% verified and has been updated and confirmed in Q3 2009. **Payments Business** circulation includes not only all key financial executives across a diverse range of businesses across Canada but has also been fine-tuned to target industries which have a high volume of payments and transactions activities. Circulation also includes key executives who make decisions about related activities, including physical cards, related loyalty programs, high volume VDI (variable data imaging), ecommerce functions, and customer service and merchant management activities. This is a unique and unduplicated audience. Each copy will be delivered by mail to each individual by name and title. No bulk copies are included.



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