



# TORONTO BEER WEEK19

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**LICENSEE PACKAGES**  
**SEPTEMBER 13-22, 2019**



SEPTEMBER 13-22, 2019



# LICENSEE PACKAGES

## BASIC LEVEL

**Investment:** \$300 | **Value:** \$1,000

- Toronto Beer Week online calendar: Full list of events
- \*Toronto Beer Week print guide: Enhanced listing with logo, 100-word description



## ENHANCED LEVEL

**Investment:** \$550 | **Value:** \$2,530

- Toronto Beer Week online calendar: Full list of events
- \*Toronto Beer Week print guide: Enhanced listing with logo, 100-word description
- \*Toronto Beer Week print guide: 1/2 Page ad
- 1X Toronto Beer Week Facebook post to run in 2019
- Linked logo on sponsorship page of Toronto Beer Week website







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## SILVER LEVEL

**Investment:** \$1,250 | **Value:** \$5,225

- Toronto Beer Week online calendar: Full list of events
- \*Toronto Beer Week print guide: Enhanced listing with logo, 100-word description
- \*Toronto Beer Week print guide: 1/2 Page ad
- 1X Toronto Beer Week Facebook, Instagram and Twitter post to run in 2019
- Linked logo on sponsorship page of Toronto Beer Week website
- 1X *Toronto Life* Facebook or Instagram post to run in 2019



Contact your account manager for more information, or email [info@torontobeerweek.com](mailto:info@torontobeerweek.com)



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## GOLD LEVEL

**Investment:** \$2,500 | **Value:** \$11,775

- Toronto Beer Week online calendar: Full list of events
- \*Toronto Beer Week print guide: Enhanced listing with logo, 100-word description
- \*Toronto Beer Week print guide: 1/2 Page ad
- 1X Toronto Beer Week Facebook, Instagram and Twitter post to run in 2019
- Linked logo on sponsorship page of Toronto Beer Week website
- 1X *Toronto life* Facebook post to run in 2019
- 1X *Toronto Life* Instagram post to run in 2019
- 1/4-page ad in September 2019 issue of *Toronto Life*







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# TORONTO BEER WEEK PRINT GUIDE

## Digital Requirements for Ad Materials

St. Joseph Media will not assume any responsibility for advertising reproduction that do not conform to the mechanical specifications listed here. All ads must be supplied digitally.

- All critical matter must be kept within .25 from trim edges
- We will ONLY accept PDFX-1a files (ensure that files are 300 dpi)
- Include .125" bleed on all sides for pages built to bleed specs
- Images should be a minimum resolution of 300 dpi @ 100% size
- All RGB images must be converted to CMYK
- All spot colours (Pantone) must be converted to CMYK
- Type should be a minimum of 8 point
- Reverse type less than 12 points is not suitable for reproduction
- St. Joseph Media is not responsible for reproduction of type in smaller size than those mentioned above
- Ink density for all four process colours must not exceed 300%
- Ad Material must be supplied via the AdDirect portal and be accompanied by a colour proof (see proof requirements) generated from the supplied PDFX-1a file
- Please be sure to include trim, crop marks and bleed on your proof
- St. Joseph Media reserves the right to refuse any or all copy deemed by St. Joseph Media to be unsuitable
- Advertisers and/or advertising agencies assume full responsibility for all content of advertisements and any claim made against St. Joseph Media because of such content
- Please do not apply trapping to PDF files. St. Joseph Media will not be responsible for reproduction of trapped files
- All advertising materials will be destroyed by St. Joseph Media if not requested within one year after date last used

## Proof Requirements

- St. Joseph Media will only be responsible for an reproduction if a proof conforming to DMAC standards is supplied
- SWOP certified hard-copy proofs such as EPSON or FUJI are required as a colour accurate guide for reproduction (PDF, tear sheets, colour laser or inkjet printer proofs are NOT acceptable for reference)
- Hard-copy proofs are also required for ads submitted via the AdDirect portal
- NOTE: ANY AND ALL COLOUR PROOFS ARE ONLY AN APPROXIMATION OF COLOUR REPRODUCTION
- Refer to DMAC standards for further requirements.
- Visit: <http://www.magazinescanada.ca/publicite/production/dmacs>
- EPSON proofs are available at \$50 each

## TBW – Print Guide Specs

AD UNIT	SAFETY AREA	TRIM SIZE	BLEED SIZE
FULL PAGE	7 x 10.25"	7.75 x 10.75"	8 x 11"
1/2 PAGE HORIZ.	7 x 4.4375"	7.75 x 5.1875"	8 x 5.4375"
1/2 PAGE HORIZ. (NON-BLEED)	7 x 4.4375"	n/a	n/a

## TBW – Print Guide Rates 2019\*

Inside Front Cover	\$2500
Inside Front Cover (DPS)	\$3500
Full Page	\$1750
Outside Back Cover	\$3500

\*Non sponsor rates

## TBW – Print Guide Production Schedule

TL CLOSE	AD DUE	ON SALE
August 9	August 16	August 30

## AdDirect Upload Information

- Upload ads into the TORONTO BEER GUIDE folder on AdDirect
- Visit the AdDirect home page to take tour on how to upload your ad using the preflight portal system



[addirect.sendmyad.com](http://addirect.sendmyad.com)



Contact your account manager for more information, or email [info@torontobeerweek.com](mailto:info@torontobeerweek.com)