

# The Winston Report

The journal of information access, privacy protection and data governance in Canada

## Submitting your Ads

### Print Advertising points to remember:

- We prefer HIGH RESOLUTION PDF format when possible.
- If submitting ad as a high resolution PDF, we recommend using Adobe Acrobat Distiller.
- Use easily identifiable file names, preferably 8 characters or less.
- If using **Quark, Indesign or Illustrator** please provide all companion imports such as illustrations or photos (saved as EPS or TIFF) and typefaces. Where possible, convert text to outlines.
- All images must be cmyk color. RGB files might not print correctly.

### Online Advertising points to remember:

- Maximum file size for submitted ads is 40k.

## How to Submit Ads

### Via Email

Email a JPG proof of the ad, along with a note indicating: the contact person's name and phone number; the issue for which the ad is booked (Autumn, Winter, Spring, Summer); and whether the file was created on Mac or PC.

### Via mail or courier

Label your disk (CD or DVD) with the name of the ad; the company/organization booking the ad; and the contact person's name and phone number. Note the issue for which the ad is booked (Autumn, Winter, Spring, Summer); and, whether the file was created on Mac or PC.

Send your disk, with a print copy of the ad (printed at actual size and in color) to:

The Winston Report  
Suite 330, Unit 440, 10816 Macleod Trail SE  
Calgary AB Canada T2J 5N8