

# MECHANICAL SPECS

allegro  
ad sizes

Full page specifications	Imperial		Metric	
	Width	Depth	Width	Depth
Image page (live area) . . . . .	4 5/8"	7 5/8"	118mm	194mm
Trim size . . . . .	5 3/8"	8 1/4"	137mm	210mm
Bleed size . . . . .	5 5/8"	8 1/2"	143mm	210mm

Fractional units	Imperial	Metric	Imperial	Metric
1/2 Horizontal . . . . .	4 5/8"	3 3/4"	118mm	95mm
1/2 Vertical . . . . .	2 1/4"	7 5/8"	57mm	194mm
2/3 Vertical . . . . .	4 5/8"	5"	118mm	127mm
1/3 Horizontal . . . . .	4 5/8"	2 1/2"	118mm	64mm
1/4 Horizontal . . . . .	4 5/8"	1 13/16"	118mm	46mm
1/4 Vertical . . . . .	2 1/4"	3 3/4"	57mm	95mm

**Double Page Spread**

Image size (live area including gutter) . . . . .	10"	7 5/8"	254mm	194mm
Trim size . . . . .	10 3/4"	8 1/4"	273mm	210mm
Bleed size . . . . .	11"	8 1/2"	279mm	216mm

**Options for supplying artwork:**

**Via Email**—ads 5mb or less may be emailed to [basicelementsdesign@shaw.ca](mailto:basicelementsdesign@shaw.ca)

**Via FTP**—ads 5mb or larger may be uploaded to the VSO ftp site.

**address:** [ftp.vancouverSymphony.ca](ftp://ftp.vancouverSymphony.ca) **user name:** vsoallegro **password:** bud1ty4res

**Guidelines for emailing OR uploading to ftp site:**

Please "stuff" or "zip" all files, use proper file extension names—ie .tif .eps etc—this helps avoid corruption. When uploading to the ftp site please be sure to use the binary 'binhex' method of compression with appropriate ftp uploading software (ie. Fetch).

**Guidelines for all methods:**

**The following Macintosh files are acceptable:**

Illustrator CS4 eps files, Freehand 10 eps files, Photoshop CS4 (300 dpi all common formats), Indesign CS4, high resolution PDF files preferred (300dpi, fonts embedded)

All files should be sent with appropriate fonts, high-resolution (300 dpi) images, quality logos and a full colour printout when possible. **Note:** if a full colour, quality match-print is not provided (inkjet and laser not included), Allegro shall not be held responsible for colour matching or other graphic anomalies. Lo-res pdf files can be sent for comparison purpose ONLY—one of the above file formats must also be sent. Spot colours should be converted to four colour.

**For bleed ads:** Please keep critical matter 3/8" from the sides of the ad and 1/4" from the top and bottom of each page. 2 page spreads with live material bleeding across the gutter should have 1/8" clearance of critical matter from each side of the centre gutter.

**Files that are not acceptable include:**

Pagemaker, Quark, Corel Draw (or other PC software), or higher versions of the acceptable software listed above.

**General Information**

- No additional charges for bleed ads
- Materials due—4 weeks prior to issue date
- Allegro is printed at 300 lpi offset sheet-fed
- Ad design is available for additional fees

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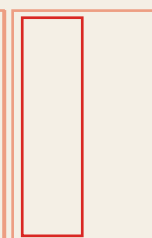
Double Page Spread



Full Page



Half Page Horizontal



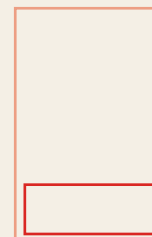
Half Page Vertical



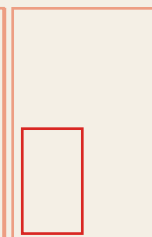
2/3 Page Horizontal



1/3 Page Horizontal



1/4 Page Horizontal



1/4 Page Vertical

## PUBLISHING & SUBMISSION DATES 11/12 SEASON

ISSUE ONE	ISSUE TWO	ISSUE THREE	ISSUE FOUR	ISSUE FIVE
Sept. 24 – Nov. 4	Nov. 5 – Jan. 16	Jan. 26 – Mar. 26	March 17 – Apr. 30	May 2 – June 11
Booking and	Booking and	Booking and	Booking and	Booking and
Material Deadline:	Material Deadline:	Material Deadline:	Material Deadline:	Material Deadline:
Aug. 24, 2011	Oct. 4, 2011	Dec. 28, 2011	Feb. 17, 2012	March 28, 2012

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