

# Allegro

## MECHANICAL SPECS

### ad sizes

Full page specifications	Imperial Width	Height (or Depth)	Metric Width	Height (or 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	216mm

#### Fractional units

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 Sue at [basicelementsdesign@shaw.ca](mailto:basicelementsdesign@shaw.ca).

**Via DropBox**—simply send an invitation to your DropBox folder to Sue at [basicelementsdesign@shaw.ca](mailto:basicelementsdesign@shaw.ca).

#### Guidelines for emailing OR sending files via DropBox:

Please "stuff" or "zip" all files, use proper file extension names—ie .tif .eps etc—this helps avoid corruption. This is not necessary for pdf files.

#### Guidelines for all methods: The following Macintosh files are acceptable:

All levels of Adobe software is acceptable: Illustrator eps files, Photoshop (300 dpi all common formats), Indesign, high resolution PDF files preferred (300dpi, fonts embedded).

All files should be sent with appropriate fonts, high-resolution (300-350 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:

Freehand, Pagemaker, Quark, MicroSoft Word, Corel Draw (or other PC software).

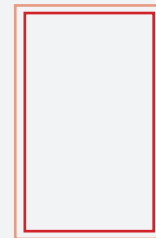
#### General Information

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

*Allegro Magazine* is published 5 times per season by The Vancouver Symphony.



Double Page Spread



Full Page



Half Page Horizontal



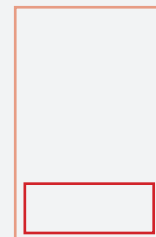
Half Page Vertical



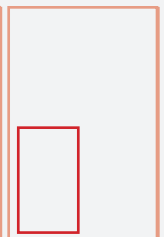
2/3 Page Horizontal



1/3 Page Horizontal



1/4 Page Horizontal



1/4 Page Vertical

## PUBLISHING & SUBMISSION DATES – 2018/2019 SEASON

ISSUE ONE	ISSUE TWO	ISSUE THREE	ISSUE FOUR	ISSUE FIVE
Sept 20–Nov 4	Nov 9–Jan 12	Jan 13–Feb 23	Feb 28–April 25	April 26–June 15
Booking & Material	Booking & Material	Booking & Material	Booking & Material	Booking & Material
Deadline:	Deadline:	Deadline:	Deadline:	Deadline:
Aug 23, 2018	Oct 11, 2018	Dec 10, 2018	Jan 28, 2019	March 25, 2019

Please note these dates may be changed to accommodate potential additional concerts.