

Preparing your Photo Insert

Effective August 2012

A Photo Insert is a small colour ad in our listings section that is placed immediately above or below your actual listing. (Very occasionally, when the above/below listing placement is not possible, it'll be positioned as close as possible — alongside, for example.

Its purpose is to attract attention, directing the reader's eye to the complete listing underneath.

When there are many listings on a particular day, a Photo Insert helps the concert-goer see and remember your event.

Like a poster, your Photo Insert should have a strong visual component. This can echo the graphic used in a larger ad or can be a photo of a featured performer or composer.

Your Photo Insert should contain your event's name, date and perhaps a few enticing words. Keep it bold and simple. Remember, the reader has full details of your event directly below.

Size

Exactly **1.7188 inches width × 3 inches height**.

Here's an example:



• 8:00: **Tafelmusik. Bach Brandenburg Concertos Nos. 1, 3, 5.** Tafelmusik Baroque Orchestra, Jeanne Lamon, director. Koerner Hall, 273 Bloor St. W. 416-408-0208. \$45–\$99; \$35–\$89(sr); \$25–\$89(35 and under).

← Photo Insert

← Listing

FINAL CHECK LIST

- ▶ Make sure your artwork is CMYK (not RGB), with white objects set to “knock out.”
- ▶ Maximum ink density of combined CMYK colours must not exceed 220%. (For example: 100% magenta, 100% yellow, plus 20% black.)
- ▶ All fonts should be embedded or converted to curves.
- ▶ No text smaller than 8 point. If reversed or colour-on-colour, minimum 10 point for sans serif fonts, 12 points for serif fonts.
- ▶ All transparency flattened.
- ▶ Artwork trimmed to the exact size with no extra white space around. No crop marks, please.
- ▶ Save as **Press Quality Adobe Acrobat PDF**.
- ▶ Print out a hard copy to check that it looks the way it should. See that all type is legible.
- ▶ Label your file in the following format:
YourOrganizationName_MonthYear.pdf.
(For example: Tafelmusik_Sept2012.pdf)

SENDING YOUR AD

- ▶ Email final artwork well before the deadline to:
adart@thewholenote.com.
- ▶ Include your organization's name and publication month, as above, in the email's subject line.

PLEASE NOTE that submitted files that do not comply with these specifications may result in extra charges to the advertiser.

CONTACT US

- ▶ Production inquiries: adart@thewholenote.com or phone 416-323-2232 ext 25.

WholeNote Media Inc.

720 Bathurst St., Suite 503
Toronto, ON M5S 2R4
Telephone 416-323-2232

thewholenote.com