

2010 Ad Cycles & Deadlines		
Cycle	Start/End Dates	Insertion Order & Artwork Due
1	1-January to 28-January	18-Dec
2	29-January to 25-February	15-Jan
3	26-February to 25-March	12-Feb
4	26-March to 22-April	12-Mar
5	23-April to 20-May	9-Apr
6	21-May to 17-June	7-May
7	18-June to 15-July	4-June
8	16-July to 12-August	2-Jul
9	13-August to 9-September	30-Jul
10	10-September to 7-October	27-Aug
11	8-October to 4-November	24-Sep
12	5-November to 2-December	22-Oct
13	3-December to 31-December	19-Nov

Ad Specifications		
Ad Dimensions:	Height	Width
Bleed	2.25"	11.75"
Trim	2.12"	11.50"
Safe Image Area	2.00"	11.00"
<ul style="list-style-type: none"> • 4-colour process (CMYK), 300 DPI / 150 Line Screen. • We accept digital files in all popular formats • PDF is preferred for email attachments • Please address questions and forward material to the attention of Robin Harrison at CMC Media Group Ltd. Phone: 1-866-505-2229, ext 111 		
By Email: robin.harrison@grabertising.com By Mail/Courier: 75 Mary Street, Unit 3, Aurora, Ontario L4G 1G3		

Label Specifications		
Ad Dimensions:	Height	Width
Bleed	1.25"	8.90"
Trim	1.00"	8.63"
Safe Image Area	0.875"	8.00"
<ul style="list-style-type: none"> • 4-colour process (CMYK), 300 DPI / 150 Line Screen. • We accept digital files in all popular formats • PDF is preferred for email attachments • Please address questions and forward material to the attention of Robin Harrison at CMC Media Group Ltd. Phone: 1-866-505-2229, ext 111 		
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