



2011 Banff Pork Seminar

January 18-21, Banff, Alberta

**** 2011 Advertisement Deadline: October 15, 2010 ****

Email Ads to: ruth.ball@ualberta.ca

FAX hard copy of advertisement to 780-492-5771, "Attention – Ruth"

For information, call Ruth Ball at: 780-492-3651; email – ruth.ball@ualberta.ca

GUIDELINES FOR ADVERTISEMENTS

- **FULL PAGE DIMENSIONS (including borders around ad):**
 - 12 cm (4.75") maximum width ↔
 - 20 cm (7.75") maximum height ↕

- **HALF PAGE DIMENSIONS (including borders around ad):**
 - 12 cm (4.75") maximum width ↔
 - 9.5 cm (3.75") maximum height ↕

Send advertisements (black and white only) as an electronic file:

- **Electronic file.**
 - Preferred format for ads – **High Resolution pdfs (press optimized)** and in one color (black).
 - Please note additional information contained in attached sheet - *"McCallum Printing Group Inc – Tips and Tricks"*

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