



## MediaKit 2007

Advertising Specifications  
Terms of Agreement

## Contact Info

Contact your sales representative:

**John Tan, Publisher**  
Email: [john@rinsemag.com](mailto:john@rinsemag.com)  
Phone: +1.416.629.4973

Send all promo material to:  
**Rinse Magazine**  
346-599B Yonge Street  
Toronto ON, Canada M4Y 1Z4

Visit our website online at:  
<http://rinsemag.com>

# Advertising Specifications

Please read all advert specifications carefully. Please contact your sales representative on how to deliver your artwork to Rinse Magazine.

Advert Type	Print Size *		Bleed Size **	
	Width	Height	Width	Height
Two-Page Spread	13.00 in.	9.50 in.	13.25 in.	9.75 in.
Full Page	6.50 in.	9.50 in.	6.75 in.	9.75 in.
Half Page	6.50 in.	4.75 in.	6.75 in.	5.00 in.
Banner	6.50 in.	0.75 in.	6.75 in.	1.00 in.
Back Cover	6.50 in.	9.50 in.	6.75 in.	9.75 in.
Inside Front Cover	6.50 in.	9.50 in.	6.75 in.	9.75 in.

\* Print size equals actual size or trim size.

\*\* Bleed adds 0.125 inch border along all four edges.

\*\*\* To ensure type safety, keep text within a 0.25 inch margin from print edge.

## ARTWORK SPECIFICATIONS

01. Save artwork as full color CMYK at 250 DPI (300 DPI recommended).
02. Save artwork in JPEG, EPS or TIFF file formats. Save JPEGs at maximum quality (or 0% compression). Save EPS files with all fonts set as outlines (do not attach fonts). Save TIFF files as flattened images (do not send multi-layered PSDs or TIFFs).
03. For technical help, please contact [editor@rinsemag.com](mailto:editor@rinsemag.com).

## FILE DELIVERY SPECIFICATIONS

04. Send artwork by post mail or by the Internet. For post mail delivery, please send artwork saved on a Windows-compatible CD or a Windows-compatible ZIP 100 diskette. For Internet file delivery, please send JPEG files only. Please contact your sales representative for more details.
05. To ensure output accuracy, please attach a full color proof (in PDF format) to your artwork. Please see the [Terms of Agreement](#) for more details.
06. No film accepted.



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## GENERAL POLICIES

01. Rinse reserves the right to refuse any ad.
02. Placing an order is considered acceptance of the Publisher's advertising policies herein. Advertisers will be presumed to have read this information and there will be no further notice.
03. The Publisher assumes no liability if, for any reason, if it becomes necessary to omit an advert.
04. No cancellations or changes made by the advertiser or its agency will be accepted after the closing date. Cancellations or changes after the closing date are due and billable.
05. No conditions, printed or otherwise, appearing on an order, billing or copy instructions which conflict with the Publisher's stated policies will be binding on the Publisher.
06. Frequency contract clients are required to notify us of any advert changes by the closing date or your last ad will be repeated or the space forfeited. Deadlines may change within a 30-day advance notice period.
07. All frequency adverts that have been contracted must be used within one year.
08. No guarantee of specific advert positioning is made unless otherwise stated in your advertising agreement.

## ARTWORK TERMS

09. If the advertiser does not provide acceptable proofs, Rinse Magazine does not assume any liability for the final output of advertisement.
10. Artwork prepared or altered by Rinse in any way is under the complete ownership of Rinse Magazine and cannot be reproduced in total or in part without the written consent of the Publisher. Rinse Magazine assumes no responsibility for the return of artwork.

## PAYMENT TERMS

11. Our general payment terms are prepay. For more specific payment terms, please contact the Publisher at [john@rinsemag.com](mailto:john@rinsemag.com).