



BUSINESS NEWS

Cover Story Criteria

Cover Photo:

- Comprised of one photo relating to the cover story
 - Photo should be 8.5" X 11" full bleed, CMYK colour profile, at least 300 dpi
 - Cover file can be a high-resolution PDF, JPG, TIFF, or Adobe Photoshop file.
- Should NOT contain logos (this may have been done in past issues, but is no longer acceptable)
- May contain appropriate article header and subheader
 - This can be added by our publisher, if required.
- Should be designed to accommodate 3.25" (approx) *Business News* banner at top of photo

Cover Story:

- Copy to be provided by the advertiser.
- Should not read like advertising copy. Articles should be written in a "feature article" tone/style.
- May accommodate one picture relating to the story (no logos)
 - Picture is approximately 5" wide X 3" high. (can accommodate other **shapes**, if necessary)
 - Picture should be at least 300 dpi, CMYK colour profile
 - Caption to be provided by advertiser (subject to editing for length)
- Story will occupy **one page** only and should be approximately:
 - 600 words in length if containing picture
 - 800 words if no picture is provided
- Content is subject to editing for layout purposes
- Should include one short (2-5 word) title for page banner, as well as normal header and sub-header for article body.
 - May include byline, if appropriate.

All material to be submitted as outlined by established advertising deadline.

For more information, please contact:

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