

## Things to Remember:

When booking Career Display ads we require that you supply the following information:

- Ad Size (dimensions)
- Dates to publish
- Ad Copy (PDF)
- Ad Caption (heading)

Please identify as career display

**Booking/Material Deadline - Tuesdays by 4:30 PM CST**

Please supply material to [classifieds@swana.com](mailto:classifieds@swana.com)

## Column Widths:

Columns	1	2	3	4	5	6	7	8
Picas	n/a	15	22	30	38	46	n/a	62
Inches	n/a	2.50"	3.75"	5.0625"	6.4375"	7.75"	n/a	10.25"

A full page is 8 x 190 agate lines. Minimum ad size is 2 columns x 28 lines.

NOTE: Production timelines prohibit cancellations.

## Supplying Material:

Electronic ad transfers are the preferred method for receiving ad material, artwork and information. SWNA prefers electronic ads to be PDF files created in Adobe Acrobat.

An 85% line screen is an average, although certain materials may require more specific instructions. For more details on creating PDFs with newspaper preferences see [workweek.ca](http://workweek.ca)

Other software supported is QuarkXpress, InDesign, PageMaker, and Microsoft Word. If your files need to be converted to PDFs by the SWNA, the processing fee is \$15.00 per ad piece.

For larger files we support a FTP site, please call us if you need an FTP account made for your agency.



Employees found.  
Careers made.



**Example Ad Sizes:**

**5x112**

**\$4,362.40**  
+GST

**4x84**

**\$2,617.44**  
+GST

**3x56**

**\$1,308.72**  
+GST

**2x28**

**Minimum**

**\$436.24**  
+GST

**workweek.ca**



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