



# BUSINESS NEWS

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## 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:*

- 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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