Kostuch Media Ltd. (KML) continues to break new ground in Canada's foodservice-and-hospitality industry. Celebrating its 50th anniversary in 2018, KML is the industry's leading and longest-standing publisher committed to excellence in all facets of operation. Whether it’s through our portfolio of print products, our diverse digital offerings, or our growing stable of engaging events, KML offers an extensive one-stop resource for Canada’s dynamic $90-billion foodservice-and-hospitality industry. There’s no need to go anywhere else!

PRINT PRODUCTS
Through our two magazine products, KML offers advertisers comprehensive coverage of the dynamic hospitality industry. Our magazine portfolio includes Foodservice and Hospitality, the industry’s leading hospitality publication, read by close to 120,000 industry leaders, and Hotelier, read by more than 45,000 hotel executives. Our magazines engage readers with insightful analysis of the key trends shaping the industries they serve, making them the most-trusted and objective sources of trend information in their respective fields.

DIGITAL OFFERINGS
As today’s readers evolve, they expect up-to-date news and late-breaking developments delivered on an electronic platform. Our websites complement our magazines by offering readers news at their fingertips, as it happens, web-only features and video exclusives with the industry’s movers and shakers. Additionally, we offer e-newsletters, custom e-blast opportunities, digital magazines and iPad Apps. Our staff is also immersed in social-media platforms such as Facebook, LinkedIn, Twitter and Instagram.

ENGAGING EVENTS
KML produces a series of industry events where operators and suppliers come together to exchange information, network and celebrate achievement. KML offers a comprehensive lineup of events and conferences, including the Icons & Innovators Breakfast Series, the Housekeeping Forum, the Women in Tourism and Hospitality Summit (developed in partnership with Sequel Hotels & Resorts) and the renowned and celebrated Pinnacle Awards luncheon, held annually in December, and regarded as the “Academy Awards” of the foodservice-and-hospitality industry.
Foodservice and Hospitality was born in 1968 and through more than six decades has become the industry leader and most recognized and trusted publishing brand in Canada’s dynamic foodservice and hospitality industry. Published 11 times a year, Foodservice and Hospitality is Canada’s leading national hospitality magazine, delivering relevant, objective and compelling information operators require to run successful businesses, while providing context and analysis as to why it matters.

MISSION
The magazine’s objective is to provide operators with the tools they need to compete more effectively and to successfully grow their businesses. To accomplish this, the magazine draws on an experienced editorial team, based at our Toronto headquarters, coupled with a strong collection of freelance writers and photographers covering Canada from coast to coast. Our stories tackle the top trends, business developments, menu, merchandising and marketing tips and profiles of the industry’s movers and shakers. Our editorial team focuses on the why’s and how-to’s within a strong Canadian framework.
CIRCULATION

For more than six decades, we’ve been delivering the best, most relevant content to the industry’s leading influentials

As the industry’s leading nationally distributed magazine, Foodservice and Hospitality is the only hospitality publication audited by a third-party audit company (CCAB, a division of BPA Worldwide). Strong, quality readership is the cornerstone needed to meet the desired results of marketers and to reach key decision-makers. The magazine’s unparalleled coverage of the marketplace enables advertisers targeting the foodservice industry — particularly those launching new products and services — to achieve their communication and sales objectives through targeting market segments where their products and services are required — locally, regionally and nationally.

120,000 readers per issue*

83% OF F&H READERS NORMALLY READ OR LOOK INTO THREE OUT OF FOUR ISSUES, THE MAJORITY (67%) READ EVERY ISSUE.*

F&H has a SIX TO NINE MONTH LIFE CYCLE, (higher for issues featuring Signature Reports or Supplements)*

39.4 MINUTES READING TIME*

MORE THAN 2,000 professional chefs and cooks receive their own copy of F&H**

GEOGRAPHICAL BREAKDOWN OF QUALIFIED CIRCULATION, MARCH 2019 ISSUE

TOTAL QUALIFIED CIRCULATION FOR CANADA 24,958

SOURCE: CCAB STATEMENT FOR THE SIX-MONTH PERIOD ENDED, MARCH 2019
* STARCH READERSHIP REPORT
** PUBLISHER’S DATA
THE POWER OF MAGAZINE ADVERTISING

According to the Association of Magazine Media, “magazine media delivers powerful relationships that influence, inspire and endure. The magazine media brand experience is based on trusted editorial, complemented by relevant advertising. This dual immersion in edit and ad satisfies the interests and passions of millions of readers — when, where and how they choose.”

Advertising brand lift due to exposure


<table>
<thead>
<tr>
<th></th>
<th>Brand awareness</th>
<th>Brand favourability</th>
<th>Brand-purchase intent</th>
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</thead>
<tbody>
<tr>
<td>Print media</td>
<td>8%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Online</td>
<td>5%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>TV</td>
<td>8%</td>
<td>4%</td>
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</tr>
</tbody>
</table>

Advertising in print yields greater increases in brand awareness, brand favourability and purchase intent than online.

What neuroscience says about why print magazine ads work

Reading on paper is slower and deeper; paper readers remember more.


- higher comprehension and recall
- preferred by majority (even millennials)
- more focused attention, less distraction
- drives sensory involvement which contributes to reader impact
- slower reading speeds
- stimulates emotions and desires
- paper-based reading
In June 2017, *Foodservice and Hospitality* commissioned Starch Research Services to undertake an extensive readership study of the June Top 100 Report issue. The results were generated through online interviews conducted with a nationwide sample that reflects *Foodservice and Hospitality*'s circulation profile.

**HERE’S A SAMPLING OF THOSE STARCH RESULTS:**

1. **OUR READERS ARE LOYAL AND LONGSTANDING**
   The average length of time as a reader is 5.7 years.

2. **OUR TOTAL FOODSERVICE AND HOSPITALITY READERSHIP IS 120,000**
   Based on the Starch Research Study, *Foodservice and Hospitality* is read by a total of 4.8 readers per copy, (the industry average is 3.4) for a total reach of 120,000 readers.

3. **OUR READERS WANT A CANADIAN PUBLICATION**
   94% of F&H readers claim it’s important to have a Canadian business publication reporting on the industry.

4. **OUR READERS VALUE FOODSERVICE AND HOSPITALITY**
   *Foodservice and Hospitality* readers spend an average of 39.4 minutes reading every issue of the magazine and 85% of F&H readers normally read or look into three or four out of four issues.

5. **OUR READERS PREFER PRINT**
   90% of our readers prefer receiving print copies rather than a digital edition on a tablet or computer.
## EDITORIAL CALENDAR 2020

<table>
<thead>
<tr>
<th>ISSUE</th>
<th>COVER</th>
<th>FOOD FILE</th>
<th>EQUIPMENT</th>
<th>POURING FOR PROFITS</th>
<th>TECHNOLOGY</th>
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<tr>
<td><strong>JANUARY</strong></td>
<td></td>
<td>The Trends Issue: Future Forward + Emerging Channels + The Annual Buyer’s Guide featuring the industry’s most comprehensive source directory</td>
<td>The Top 10 Food Trends</td>
<td>Top Kitchen Equipment Trends</td>
<td>Technology Roundtable</td>
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<td>Material Due: Dec. 10</td>
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<td>Restaurants Canada Show Preview</td>
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<td><strong>MARCH</strong></td>
<td>Challenges &amp; Opportunities (Recruitment, Delivery, Food Safety, Food Waste, Food Retail and more)</td>
<td>Breakfast &amp; Brunch</td>
<td>Ice Machines</td>
<td>Beer</td>
<td>Mobile Ordering &amp; Pick Up</td>
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<tr>
<td>Food Plus</td>
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<td><strong>APRIL</strong></td>
<td>The Green Issue: Local, the War on Plastics +Green Entrepreneurs Produce &amp; Protein Poster</td>
<td>Healthy Eating</td>
<td>Zero-Waste Equipment Options</td>
<td>Plant-based Beverages</td>
<td>Seamless Digital Ordering</td>
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<td>Beverage Buzz</td>
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<td><strong>MAY</strong></td>
<td>Leadership Under the Microscope +Top 30-Under-30</td>
<td>Burgers &amp; Fries</td>
<td>Refrigeration &amp; Freezers</td>
<td>California Wines</td>
<td>Digital Signage</td>
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<td><strong>JUNE</strong></td>
<td>The Top 100 Report</td>
<td>Street Food</td>
<td>Sous Vide</td>
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<td><strong>JULY/AUGUST</strong></td>
<td>The Food Issue: Chefs, Producers, and Purveyors</td>
<td>Plant-Based Dining: Beyond Vegetarianism</td>
<td>Food Prep (Blenders, Processor, Mixers, Scales &amp; Knives)</td>
<td>BAR Report • White and Dark Spirits • Beer • Vine to Wines • Sommeliers</td>
<td>Bar Technology</td>
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<td><strong>OCTOBER</strong></td>
<td>The Equipment &amp; Design Issue • Restaurant Design Awards • The Dealer Network • Buying Groups</td>
<td>Chicken</td>
<td>The Carbon-Neutral Restaurant: Is it Possible?</td>
<td>Cocktail Culture – Alcohol &amp; Non-Alcoholic Drinks</td>
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<tr>
<td>Restaurant Buzz – Halifax</td>
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<td><strong>NOVEMBER</strong></td>
<td>Hospitality Market Report (Trends &amp; Stats) Spotlight on Segments • Next Generation Fast Casual</td>
<td>Sustainable Fish and Seafood</td>
<td>Combi-Ovens</td>
<td>Aperitifs</td>
<td>Smart Kitchens</td>
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<tr>
<td>Ad Close: Oct. 2</td>
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<tr>
<td>Food Plus</td>
<td></td>
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<td><strong>DECEMBER</strong></td>
<td>The Pinnacle Awards</td>
<td>Global Flavours</td>
<td>Space-Saving Equipment</td>
<td>Sparkling Wines</td>
<td>Robotics</td>
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<tr>
<td>Ad Close: Oct. 30</td>
<td>Material Due: Nov. 10</td>
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</tbody>
</table>

### NEW COLUMNS:

- **Hospitality Heros** – Individuals & Companies
  Going Above and Beyond in their Communities
- **Food Waste**
- **10 Questions** – Q/A with Industry Leaders
- **Social Media**
- **Top-30-Under-30 Spotlight**
Looking to promote your company’s newest initiatives with compelling content that appeals to today’s foodservice executives? Interested in telling your own story, your own way?

Want to attract your target market with information that’s on point and focused?

We have the perfect vehicle for your marketing needs. Our branded-content offerings provide you with the option to craft customized articles to amplify your message while engaging readers with content that’s authentic, timely and relevant. Get increased exposure by highlighting your narrative and establish your company as a trusted industry resource. Write it yourself, or if you prefer, our production team will write, design and provide proofs for your team to sign off on.

**Topics that can be featured within this format:**
- Q/A stories
- Product innovations
- Marketplace challenges and solutions

**FOR CONTENT OPPORTUNITIES, CONTACT OUR SALES TEAM:**

**In Canada:**
- CHERYLL SAN JUAN  
  csanjuan@kostuchmedia.com
- ELENA OSINA  
  eosina@kostuchmedia.com
- AMITOJ DUTT  
  adutt@kostuchmedia.com

**In the U.S.:**
- WENDY GILCHRIST  
  wgilchrist@kostuchmedia.com

**SINGLE PAGE**
- **$8,000**

**DPS**
- **$12,000**

THREE-MONTH LEAD TIME REQUIRED; LIMITED AVAILABILITY
HOSPITALITY HEADLINES (formerly Newsblast)
Every Wednesday morning, KML distributes its digital newsletter featuring a recap of the industry’s hottest new stories to more than 12,000 subscribers. Within the newsletter there are three banner and two skyscraper ad positions, which allow advertisers to appear in a news-rich environment.

BRANDED CONTENT IN HOSPITALITY HEADLINES
Your content will be displayed in a news format and will be noted as “-sponsored content.” Copy includes a URL link to the rest of the story.

COST: $1,800

FOODPLUS
To help chefs create innovative and inventive dishes with food ingredients that are as fresh and flavourful as possible, Foodservice and Hospitality produces FoodPlus, an expanded and enhanced version of the magazine’s food feature created for chefs, restaurant owners and F&B managers. FoodPlus is distributed electronically four times a year (March, June, September and November) to a list of more than 12,000 key influencers. The newsletter highlights Q&As with leading chefs and operators producing innovative and inventive cuisine, an overview of the popular ingredients they choose to use, as well as merchandising and marketing tips.

COST: $4,500

OTHER NEWSLETTERS
RESTAURANT BUZZ
A regular look at new restaurants opening across the country.

BEVERAGE BUZZ
Regular updates from the world of beverages, including beer, wine, spirits and more.

TECHNOLOGY TALK
Regular updates on new technology that impacts the restaurant world.

CULINARY WORKSHOP
To help chefs create innovative and inventive dishes with food ingredients that are as fresh and flavourful as possible, Foodservice and Hospitality produces FoodPlus, an expanded and enhanced version of the magazine’s food feature created for chefs, restaurant owners and F&B managers. FoodPlus is distributed electronically four times a year (March, June, September and November) to a list of more than 12,000 key influencers. The newsletter highlights Q&As with leading chefs and operators producing innovative and inventive cuisine, an overview of the popular ingredients they choose to use, as well as merchandising and marketing tips.

COST: $4,500

DIGITAL OPTIONS

CUSTOM E-BLAST:
Advertisers can provide customized content, supplied to KML in final HTML format and KML will distribute it to the entire newsletter subscriber database of 12,000+.

COST: $2,800
WEB ADVERTISING

ONLINE RATES/MONTH

<table>
<thead>
<tr>
<th>BANNERS</th>
<th>ROTATION</th>
</tr>
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<tr>
<td>Banner A</td>
<td>$1,500/month</td>
</tr>
<tr>
<td>Box Ad A or B</td>
<td>$1,300/month</td>
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<tr>
<td>Box Ad C or D</td>
<td>$1,100/month</td>
</tr>
<tr>
<td>Banner B</td>
<td>$1,100/month</td>
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</tbody>
</table>

FORMAT
Animated GIF or JPEG
Resolution is 72 dpi

WEB-SPONSORED CONTENT
Format: A horizontal ad placement on the homepage news section at foodserviceandhospitality.com with a link to a story page where the article resides. All content for the box ad on the homepage + picture(s) and for the secondary page, is supplied by advertiser. KML reserves the right to edit the content to ensure style consistency. Campaigns are sold one-per-two-week period and connect to a supplied link. **COST: $1,800**

APP EDITION FOR IPAD
In addition to publishing 11 issues a year, Foodservice and Hospitality magazine is available on the iPad.

CALL YOUR ACCOUNT MANAGER FOR MORE DETAILS

In Canada:
CHERYLL SAN JUAN
csanjuan@kostuchmedia.com
ELENA OSINA
eosina@kostuchmedia.com
AMITOJ DUTT
adutt@kostuchmedia.com

In the U.S.
WENDY GILCHRIST
wgilchrist@kostuchmedia.com
KML offers a video option as part of its growing stable of available marketing products.

Why? Increasingly, today’s consumers are turning to videos to get educated, informed and entertained.

KML gives advertisers the opportunity to deliver their direct messages through the powerful and growing medium of video.

**F&H LIVE!**

Connecting you with your customers!

Foodserviceandhospitality.com hosts manufacturer-supplied videos featuring demos, information and educational tips on food and equipment products, cooking techniques, recipes and more. It’s the perfect platform through which to introduce new products, demonstrate product info and highlight recipes.

Provide a 30- to 60-second video clip promoting your company or one of its product lines and we’ll feature it on our Buyer’s Guide dedicated site at foodserviceworld.com. Our production team can also videotape your company representative at your offices or on the floor of the industry’s major tradeshows, and post to one of our websites.

Sponsor one of our Icons & Innovators Breakfast instalments, between editor/publisher Rosanna Caira and the industry’s leading luminaries, and have your company logo positioned prominently on the video excerpts from the event, which runs on the magazine’s website.

**HERE ARE YOUR VIDEO OPTIONS:**

01 Foodserviceandhospitality.com hosts manufacturer-supplied videos featuring demos, information and educational tips on food and equipment products, cooking techniques, recipes and more. It’s the perfect platform through which to introduce new products, demonstrate product info and highlight recipes.

02 Provide a 30- to 60-second video clip promoting your company or one of its product lines and we’ll feature it on our Buyer’s Guide dedicated site at foodserviceworld.com. Our production team can also videotape your company representative at your offices or on the floor of the industry’s major tradeshows, and post to one of our websites.

03 Sponsor one of our Icons & Innovators Breakfast instalments, between editor/publisher Rosanna Caira and the industry’s leading luminaries, and have your company logo positioned prominently on the video excerpts from the event, which runs on the magazine’s website.

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- ELENA OSINA
  eosina@kostuchmedia.com
- AMITOJ DUTT
  adutt@kostuchmedia.com

In the U.S.
- WENDY GILCHRIST
  wgilchrist@kostuchmedia.com
THE BUYER’S GUIDE
The industry’s ultimate source directory for food/beverage/equipment products and services

AVAILABLE ONLINE YEAR-ROUND PLUS ANNUALLY IN THE JANUARY PRINT EDITION

BASIC
FREE

BASIC LISTING IN PRINT
❖ Company name, address, phone number and website

BASIC LISTING ONLINE
❖ Company name, address, phone number and website
❖ Company listed in two categories

ENHANCED
$495

ENHANCED LISTING IN PRINT
❖ Colour logo/brand image
❖ 25-word description
❖ Company name, address, phone number and website
❖ Company listed in up to five categories

ENHANCED LISTING ONLINE
❖ Colour logo/brand image
❖ 25-word description
❖ Company name, address, phone number and website
❖ Link to request more information
❖ Link to visit website
❖ Company listed in up to five categories

PREMIUM
$995

PREMIUM LISTING IN PRINT
❖ Colour logo/brand image
❖ 50-word description
❖ Company name, address, phone number and website
❖ Company listed in up to 10 categories

PREMIUM LISTING ONLINE
MICROSITE INCLUDES:
❖ Colour logo/brand image
❖ 50-word description
❖ Company name, address, phone number and website
❖ Three images of your product/services with flexibility to update at anytime
❖ Link to request more information
❖ Link to website
❖ Company listed in up to 10 categories

GOLD

In addition to the Premium Package, you’ll also receive hosting of web catalogues, product/spec sheets for a total of three to five pieces.

Rates available on request

PLATINUM

In addition to everything in the Gold package, you also get one video (already produced, approximately three to five minutes long).

Rates available on request.
In an increasingly connected world, the popularity of events continues to grow. Over the years, KML has become an important player in producing immensely popular industry events. Whether it’s through our signature Pinnacle Awards, our Icons & Innovators Breakfast series, the Housekeeping Forum, the Women in Tourism & Hospitality Summit, KML offers a collection of extraordinary events that provide attendees with face-to-face access to the industry’s movers and shakers, all the while providing sponsors with the opportunity to connect directly with potential customers.
### 2020 AD RATES

(all rates are gross)

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*RATES LISTED ARE IN CANADIAN DOLLARS/GROSS AND ARE SUBJECT TO CHANGE WITHOUT NOTICE.

FOR INSERTS/POLYBAGS, GATEFOLDS, TIP-ONS PLEASE CONTACT AN F&H ACCOUNT MANAGER FOR PRICING

### TERMS AND CONDITIONS

- Publisher reserves the right to revise advertising rates on insertion orders should the advertiser change the agreed upon frequency or ad sizes contained within the agreement.
- Insertion Orders and production charges are invoiced at time of magazine printing, unless otherwise stated.
- Display and Online Ads or other materials will not be placed without a signed insertion order.
- Cancellation of advertising must be received by closing date. Verbal agreements are not recognized by the publisher.
- Inserts: Rates are available upon request. All inserts are subject to approval by the publisher well in advance of publication.
- The advertiser and advertising agency assume full liability for all content of advertisements (including text, representation and illustrations) and are solely responsible for any related claims against the publisher.
- The publisher reserves the right to add the word(s) “advertisement” or “advertorial” to the top of pages or paid sponsored content, if the ad could be confused with Kostuch Media Ltd. editorial content.
- The advertiser and advertising agency agree that Kostuch Media Ltd. shall be under no liability in the event of failure to insert any advertisement, for any cause.
- The publisher reserves the right to not publish an ad for any reason.
- Commissions, discount payments, cash discounts: Two per cent on net (after agency commission) if payment is received within 10 days of invoice date. Publisher reserves the right to cancel future insertions for advertisers with outstanding invoices.
- Payment should be made in Canadian funds, or equivalent funds, at the rate of exchange prevailing at the time of payment.
- Pages cannot be sold or copied.
AD SPECS

DOUBLE-PAGE SPREAD
BLEED: 16.5" x 11.125"
TRIM: 16.25" x 10.875"

2/3 PAGE VERTICAL
BLEED: 5.5" x 11.125"
TRIM: 5.25" x 10.875"

1/4 PAGE VERTICAL
BLEED: Not Applicable
TRIM: 3.375" x 4.625"

2/3 PAGE HORIZONTAL
BLEED: 8.375" x 7.25"
TRIM: 8.125" x 7"

1/4 PAGE HORIZONTAL
BLEED: 8.375" x 3.25"
TRIM: 8.125" x 3"

1/2 DOUBLE-PAGE SPREAD
BLEED: 16.5" x 5.75"
TRIM: 16.25" x 5.5"

1/2 PAGE ISLAND
BLEED: Not Applicable
TRIM: 4.625" x 7.5"

1/3 PAGE VERTICAL
BLEED: 3.125" x 11.125"
TRIM: 2.875" x 10.875"

1/2 PAGE HORIZONTAL
BLEED: 8.375" x 5.75"
TRIM: 8.125" x 5.5"

1/3 PAGE HORIZONTAL
BLEED: 8.375" x 3.75"
TRIM: 8.125" x 3.5"

1/3 PAGE SQUARE
BLEED: Not Applicable
TRIM: 4.625" x 4.625"

1/4 PAGE VERTICAL
BLEED: 4.25" x 11.125"
TRIM: 4" x 10.875"

1/4 PAGE HORIZONTAL
BLEED: 8.375" x 3.25"
TRIM: 8.125" x 3"

FULL PAGE
BLEED: 8.375" x 11.125"
TRIM: 8.125" x 10.875"

PRINT AD MATERIAL REQUIREMENTS

> All critical elements must be kept within the trim dimensions. Please allow .25" on each side to ensure type is not cut off for bleed ads.
> Ensure crop marks are kept out of bleed areas.
> All colours used must be CMYK.
> Please make sure company name is included in file name.

WHERE TO SEND IT
> PDF/X-1a:2001, or a generic PDF created to Kostuch Media Ltd. specifications.
> Send online using Hightail at https://www.hightail.com/u/KostuchMediaLtd

For further information contact:
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