

PRINT SPECIFICATIONS

	ROP/VENDOR/FEATURE ADVERTISING	CLASSIFIED DISPLAY ADVERTISING	SUPPLEMENTS (UNCOATED HEATSET)	SUPPLEMENTS (GLOSSY HEATSET)
Finished Page Size	11.375" x 15"	11.375" x 15"	8.125" x 10.625"	8.125" x 10.625"
Maximum Page Image Size	10.375" x 14" (5 col. x 196 agates)	10.375" x 13.5" (6 col. x 189 agates)	7.125" x 10"	7.125" x 10"
Bleed Page Size (1/4" Bleed)	N/A	N/A	8.625" x 11.125"	8.625" x 11.125"
Double Page Spread	21.375" x 14"	N/A	15.25" x 10"	15.25" x 10"
Double Page Bleed Spread (1/4" Bleed)	N/A	N/A	16.75" x 11.125"	16.75" x 11.125"
Junior Page Size	8.25" x 10"	N/A	N/A	N/A
Double Junior Page Spread	17.25" x 10"	N/A	N/A	N/A
Advertisement Sizes	1 col. = 1.94"	1 col. = 1.667"	1/8 page = 3.5"x2.25"	1/8 page = 3.5"x2.25"
	2 col. = 4.0625"	2 col. = 3.417"	1/4 page = 3.5"x4.75"	1/4 page = 3.5"x4.75"
	3 col. = 6.1875"	3 col. = 5.167"	1/2 page (vertical) = 3.5"x10"	1/2 page (vertical) = 3.5"x10"
	4 col. = 8.25"	4 col. = 6.917"	1/2 page (horizontal) = 7.125"x4.75"	1/2 page (horizontal) = 7.125"x4.75"
	5 col. = 10.375"	5 col. = 8.667"		
		6 col. = 10.403"		
Spot Colour	Made from process colours	Made from process colours	Made from process colours	Made from process colours
4 Colour (CMYK)	Available	Available	Available	Available
Ink Limit	240%	240%	240%	285%
Dot Gain	32%	32%	27%	27%
Line Screen	150 lpi	150 lpi	200 lpi	200 lpi
Image resolution (contone)	230 ppi - 300 ppi	230 ppi - 300 ppi	300 ppi	300 ppi
Image resolution (line art, minimum)	600 ppi	600 ppi	600 ppi	600 ppi
Image resolution (line art, maximum)	2400 ppi	2400 ppi	2400 ppi	2400 ppi

Other Information

The use of GCR (grey component replacement) or UCR (undercolour removal) is recommended. GCR is preferred. Dimensions listed above are horizontal x vertical. PPI (pixels per inch) refers to the resolution of an image AT ITS PRINTED SIZE. An image pulled off the web is typically at 72 ppi and will only reproduce well when scaled to 36% of size for newsprint, and 25% of size for supplements. The numbers above for Contone (photos, colour art) are ideal and higher is not necessarily better. For line art, however, the numbers are MINIMUMS and higher definitely is better, to a maximum of 2400 ppi.

Sending Files

Media: CD, DVD, thumb drive, USB or Firewire drive.

Web Upload: Material may be sent to us using the upload manager at <http://www.producer.com/ezupload/> (please note the trailing backslash) with the password: wpupload. To ensure success the files sent must be stuffed or zipped (and have the appropriate .sit or .zip suffixes). Maximum file size is 40 megabytes per upload. Fax a hard copy of the ad to (306-653-8750) for reference.

Preferred Format: PDF/X-1a

Accepted Formats: Press-ready PDF, EPS, TIFF, PSD, some native file formats (see below).

Colour Space: CMYK, Grayscale, Black & White.

Supported Software: Adobe InDesign - all versions except 1.0, 1.5. Photoshop - all versions. Illustrator - all versions. MultiAd Creator - v6.x, v7.x, v8.x. QuarkXpress v3.x, 4.x, 6.x, 7.x, 8.x.

Fonts: Type 1 Postscript, Embeddable TrueType, and OpenType are accepted. MultipleMaster and Type 3 fonts NOT accepted. We will substitute OpenType fonts for TrueType fonts that cannot be embedded in a PDF.