

# Technical specifications production of advertisements

Please provide a file with the exact dimensions of the reserved ad. Any ad submitted in an incorrect format may be modified or left as is in the reserved space.

## PRINT CHARACTERISTICS

- Offset printing, CTP process (imaging directly from the computer without film)
- Screen: 120 lpi
- Suggested image resolution: 300 dpi
- Black-and-white images: 600 dpi
- Mid-tone dot gain for photos: 26%
- Customized Options:

**SWOP (newspaper)**, 26%, Heavy GCR

**Black maximum:** 95%

**Total Area Coverage (TAC):** 240%

**Undercolour addition:** 5%

## SOFTWARE

We use equipment and software operating with Macintosh OS 10.7x and higher. Please supply Macintosh-compatible documents for ads created on PCs.

**Adobe InDesign CS5** (PostScript fonts only)

**Adobe Illustrator**, version CS5. Text must either be converted to outlines (create outline), or you must provide utilized fonts (Macintosh-format fonts for screen and printer)

**Adobe Photoshop**, version CS5 (for photos only). If you use any software besides those mentioned above, please check with a production manager to ensure compatibility.

## TECHNICAL INFORMATION

### Colours

All colour documents must use CMYK colour separation.

### Fonts

Please create ads using PostScript Type 1 fonts only. TrueType™ and MM fonts can be substituted at the advertiser's risk. Embed all fonts in the document.

### Trap

The recommended trap is 1% of the total size of the type. For example, a 24-point font would have a trap of 0.24 pt. Type smaller than 14 points must be overprinted or knocked out. Outline or shadow type created using QuarkXPress must be knocked out for all colour ads.

### Final File Formats

**PDF**, version 1.4, ideally PDF/X1a 2001

**EPS** (PostScript level 2), including fonts and images

**24 Heures newspaper is not responsible for any unapplied trap in colour advertisements.**

**The editor reserves the right to outline advertising space with a border of at least one (1) point.**

## DELIVERY

To transfer your files electronically, you must access our website at the following address :

<http://portail.quebecormedia.com>

## DEADLINES

Publication Reservation	Advertisement	
Monday	Thursday, 12 p.m. EST	Thursday, 5 p.m. EST
Tuesday	Friday, 12 p.m. EST	Friday, 5 p.m. EST
Wednesday	Monday, 12 p.m. EST	Monday, 5 p.m. EST
Thursday	Tuesday, 12 p.m. EST	Tuesday, 5 p.m. EST
Friday	Wednesday, 12 p.m. EST	Wednesday, 5 p.m. EST

## IMPORTANT NOTE

**After uploading an advertisement to the FTP site, you must notify the coordinator or account manager by email. The email subject line must be precise, concise, and must include the client's name, upload date, and the note REV in the document name if it is a modified version.**