

TECHNICAL SPECIFICATIONS

PRODUCTION OF ADVERTISEMENTS

FORMAT

Please provide your document in the exact dimensions used to reserve advertising space. Ads provided in the wrong size may be cropped or allowed to float within the reserved space.

PRODUCTION

Computer-to-plate (CTP) offset printing

Screen: 120 dpi

Recommended image resolution: 300 dpi

Monochrome images: 600 dpi

Dot gain middle tone: 26%

Custom option:

SWOP (newsprint): 26%; high GCR

Black saturation: 95%

Total area coverage (TAC): 240%

Under colour addition (UCA): 5%

HARDWARE AND SOFTWARE

We use Macintosh hardware and software (10.7.x or higher). If your ad was created on a PC, please provide Macintosh-compatible files.

Adobe InDesign CS5 (PostScript fonts only).

Adobe Illustrator, version CS5. Convert body copy to Outline mode or provide fonts used (Macintosh screen and printer fonts).

> **Adobe Photoshop, version CS5** (for photos only).

If you use programs other than the aforementioned, please contact our production coordinator to ensure compatibility.

TECHNICAL INFORMATION

Colour

All colour work must follow CMYK protocols for colour separation.

Fonts

Please use PostScript Type 1 fonts only. You may substitute TrueType™ and MM fonts at your own risk. Include all fonts in your document.

Trapping

The recommended allowance for trapping is 1% of the size of your copy. For a 24-point font, for example, allow 0.24 point for trapping. For fonts smaller than 14 points, the copy must be in overprint or knockout. In colour ads, all outline or shadow-style characters created in QuarkXPress must be in knockout.

Final file format

PDF, version 1.4, ideally PDF/X1a 2001.

EPS (PostScript, level 2) fonts and images included.

JPG High resolution (300 dpi)

Le Journal de Montréal cannot be held responsible for print results of colour ads supplied without trapping allowances. We reserve the right to enclose the ad space within a border at least 1-point wide.

SENDING FILES

To send files electronically, please go to our web site at:

portail.journalmtl.com

DEADLINES

PRE-PRINT SUPPLEMENTS

Publication (final)	Reserve by	Advertisement
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WEEKEND	Tuesday, noon	Wednesday, 3 PM
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CASA	Wednesday, noon	Thursday, 3 PM
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MAISON EXTRA	Wednesday, noon	Thursday, 3 PM
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AUTONET	Thursday, noon	Friday, 3 PM
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REGULAR EDITIONS

Publication (final)	Reserve by	Advertisement
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SUNDAY	Thursday, noon	Friday, 3 PM
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MONDAY	Thursday, noon	Friday, 3 PM
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TUESDAY	Friday, noon	Monday, 3 PM
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WEDNESDAY	Friday, 4 PM	Tuesday, 3 PM
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THURSDAY	Monday, 4 PM	Wednesday, 3 PM
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FRIDAY	Tuesday, 4 PM	Thursday, 3 PM
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SATURDAY	Wednesday, 4 PM	Friday, 3 PM
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Ads that have been cancelled due to a delay or missed deadline may be charged to the client. Technical production and printing requirements are subject to change without notice.

This information will familiarize you with the computer equipment and technical specifications that apply to your ads.

To find out more, feel free to call us at **(514) 599-5818**.