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.

PRINT PROPERTIES

Regular edition, Immo, Autonet, Mardi Québec, Vendredi Québec and Dimanche Québec

- Unbound tabloid format
- Offset printing
- 12.5 inches high by 10.2 inches wide

Weekend, Casa

- Bound tabloid format (min. 16 pages)
- Offset printing
- 11.48 inches high by 10.2 inches wide

SOFTWARE

We use Macintosh software. If your documents were created
on a PC, please provide them 48 hours prior to the regular deadline to determine if they can be processed.

QuarkXPress 8.1

Please assemble all items (EPS, TIFF, etc.) for your ad using the "Collect for output" function found in the "File" menu. Also provide a list of fonts used with the "Font usage" function found in the "Utilities" menu. IMPORTANT: do not leave any items in the pasteboard.

Adobe Illustrator CS6

Provide all items to be placed in the ad. If a non-Adobe font was used, convert body copy to "Outline" mode or provide fonts used. Save as EPS and be sure to check "Include placed EPS files."

Adobe Photoshop CS6

All photos must be scanned at a resolution of 200 dpi. Save black and white photos as TIFF or EPS.

VERY IMPORTANT: never check "Include vector data" in the "EPS option" window before saving the EPS:

- The preferred separation process is UCR
- The total area coverage is 240%
- Black saturation is 75%

Adobe Acrobat

PDF files are accepted but must be saved in the PDF/X-1a 2001 file format for better print quality. Fonts must be included.

Adobe InDesign CS6 (or IDML file export)

Please assemble all items (EPS, TIFF, etc.) for your ad using the "Collect for output" function found in the "File" menu. Also provide a list of fonts used with the "Font usage" function found in the "Utilities" menu. IMPORTANT: do not leave any items in the pasteboard.

TECHNICAL INFORMATION

Fonts

Always provide screen and print fonts with the document. Avoid non-standard shareware fonts.

Colour

The red used daily in *Le Journal de Québec* consists of 100% magenta and 80% yellow. All colour work must follow CMYK protocols (process separation).

Trapping

The recommended allowance for trapping is 1% of the size of your copy (maximum, 0.5 point). For a 30-point font, for example, allow 0.3 point for trapping.

Any single colour not intended to print solid should not exceed 80%. Type smaller than 12 points should not be reversed out
of a four-colour background.

In colour ads, all outline or shadow-style characters created in QuarkXPress must be in knockout.

Flexform

No minimum size. Format subject to approval by the publisher. Ads invoiced at full page price in accordance with regular colour rates. Reserve 7 days in advance.

Sending files online

If you need to send a file online, be sure to identify the representative, the company name on the subject line, and the ad's date of publication.

E-mail: jdq-annonces@quebecormedia.com

TIMETABLE

EDITION	Reserve by	Material
MONDAY	Wednesday, 4 PM	Friday, 3 PM
THUESDAY	Thursday, 4 PM	Monday, 3 PM
WEDNESDAY	Friday, 4 PM	Tuesday, 3 PM
THURSDAY	Monday, 4 PM	Wednesday, 3 PM
FRIDAY	Tuesday, 4 PM	Thursday, 3 PM
SATURDAY	Wednesday, 4 PM	Friday, 3 PM
SUNDAY	Wednesday, 4 PM	Friday, 3 PM
WEEKEND SATURDAY	Tuesday, noon	Wednesday, 3 PM
MAISON EXTRA SATURDAY	Tuesday, noon	Thursday, 3 PM
CASA SATURDAY	Wednesday, noon	Thursday, 3 PM
VOYAGES SATURDAY	Wednesday, noon	Thursday, 3 PM

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