

## 2018 PRODUCTION MECHANICAL SPECIFICATIONS

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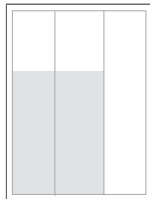
Publication trim size 8" x 10 3/4"



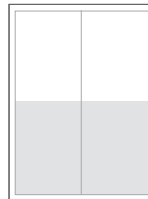
**FULL PAGE**  
7"w x 10"d



**FULL PAGE BLEED**  
8"w x 10 3/4"d  
+ 1/8" bleed allowance



**1/2 ISLAND**  
4 5/8"w x 7 3/8"d



**1/2 HORIZONTAL**  
7"w x 4 7/8"d

### PRINT REQUIREMENTS:

- PDF/X-1a files are preferred (2400 dpi - 150 line screen, all fonts embedded, CMYK and no spot colours). Acceptable formats include: InDesign, Adobe Illustrator, Adobe Photoshop.
- Illustrator and Photoshop files must be saved as .EPS or .TIFF files at 300 dpi with all images embedded and fonts as outlines.
- Proper preparation of colour is required (spot pantone colour must be converted to CMYK).
- Process colour ads must be supplied with a high-resolution, full-colour, contract quality proof to ensure proper colour reproduction.

### PUBLISHER'S CONDITIONS:

- Advertising material is subject to approval by the publisher. Cancellations and space changes are not accepted after the closing date. If "new" artwork is not received by the materials deadline, a repeat of your most recent creative will be used.
- Applicable taxes will be added to all rates.

### WEB AND NEWSWIRE REQUIREMENTS:

**IMAGE TYPE:** GIF, JPG, Animated GIF\*: Single to infinitely looping banners accepted

**IMAGE FILE SIZE:** 50K maximum for static or animated GIF

**LINKING URL:** An active URL must be provided

**TESTING:** All creative must function uniformly on both MAC and PC platforms as well as multiple browser versions of Firefox, Chrome, Internet Explorer, and Safari

**NOTE:** Please ensure ads without background colour have a key line.

\*For Newswire ads: Animated GIFs do not rotate on all email systems so please ensure the first frame of your animated GIF has a message.

### PRODUCTION INQUIRIES

Catherine Giles, Production Coordinator  
416-649-9490 | catherine.giles@tr.com