

## 2010 deadlines

ISSUE	JAN/FEB/10	MAR/APR	MAY/JUNE	JULY/AUG	SEPT/OCT	NOV/DEC	JAN/FEB/11
AD SPACE	NOV 30	JAN 25	MAR 29	MAY 31	JULY 26	SEPT 27	NOV 29
AD SUBMISSION	DEC 8	FEB 2	APR 6	JUNE 8	AUG 3	OCT 5	DEC 7
STANDS	DEC 31/09	FEB 25	APR 29	JULY 1	AUG 26	OCT 28	DEC 30/10

## ad material requirements

### ■ production specs:

City Palate is printed on newsprint on the WEB (Goss) press.  
Up to a 20% dot gain can be expected.

Line Screen: 110 lpi.

Minimum screen density: 10%.

Ink colour limit: 265%.

Scans: minimum 250 dpi. CMYK / grayscale.  
(Do not use LZW compression on images.)

### Please convert all Pantone or spot colours to CMYK.

Otherwise, Pantone and spot colours are mechanically converted to CMYK at prepress, and cannot be guaranteed for colour accuracy.

We do not recommend font sizes less than 8 pt. when reversing out of a colour background.

Full page ads require a 1/4" bleed on all sides, with a live area of 9.5 x 11.75".

### ■ ad file formats:

City Palate is produced in InDesign, MAC platform.

### PDF/X 1a files are preferred: Do not use compression.

If necessary, ads may also be supplied in:

- InDesign (include support files and fonts).
- Adobe Illustrator (convert fonts to outline).
- TIFF files (CMYK) or JPEG files (CMYK), 300 dpi @ 100%.

### Important – for designers using Quark Xpress:

Save your ad as a postscript file, run it through Distiller and save as a PDF/X 1a. Do not use "export to pdf" from the file menu. (this is not compatible with prepress RIP).

- Word, Publisher or Pagemaker files are **NOT** accepted.

Ads not conforming to the specs outlined above will incur extra charges.

### ■ file submission:

- Email files less than 7MB directly to:

**yellowbrick@shaw.ca AND CC your sales rep.**

- For files larger than 7MB, please upload to our FTP site:

Host: ftp.calgarycolorpress.com

User: cpads

Password: cpads

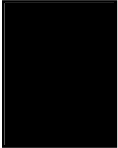

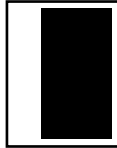










Folder: CityPalate

Upon completion of an FTP upload, please email a PDF or JPEG proof to: yellowbrick@shaw.ca and CC your sales rep.

### ■ questions?

Please call Carol Slezak, Yellow Brick Studios, 403.640.2833

PAGE TRIM SIZE: 10.5 x 13.25 INCHES. AD DIMENSIONS (WIDTH x HEIGHT IN INCHES) BELOW

												
FULL BLEED PAGE 10.5 x 13.25 + 1/4" BLEED ON ALL SIDES	FULL PAGE WITH MARGIN 9.5 x 11.75	3/4 VERTICAL 7.062 x 11.75	1/2 HORIZONTAL 9.5 x 5.75	1/2 VERTICAL 4.625 x 11.75	1/3 VERTICAL 4.625 x 7.75	1/4 SQUARE 4.625 x 5.75	1/4 VERTICAL 2.187 x 11.75	1/6 HORIZONTAL 4.625 x 3.75	1/6 VERTICAL 2.187 x 7.75	1/8 HORIZONTAL 4.625 x 2.75	1/8 VERTICAL 2.187 x 5.75	1/12 VERTICAL 2.187 x 3.75