

Electronic Material Specifications 2008

All advertising materials should be supplied in a digital format

ELECTRONIC SUBMISSION OF MATERIAL

Test files are required 5 days prior to publication for anyone submitting ads for the first time. Please ask your salesperson for our detailed digital package. For more information regarding this process, call our Digital Advertising Info Line at 416-869-4665.

ACCEPTED FILE FORMATS:

- QuarkXPress 6.5x or lower (Macintosh only; QuarkXPress for Windows is NOT supported)
- Adobe Illustrator CS2 or lower – MUST be saved as an EPS with fonts outlined
- Adobe Photoshop (any version)
 - Complete Ad: 300 dpi and saved as flattened TIFF or EPS, or as a PDF file with fonts embedded
 - Images Placed in Design Applications: TIFF or EPS (see below for resolution values)
- PDF/X-1a – must be high resolution (see below for resolution values)
- Multi-Ad Creator Professional 7 or lower
- Other: export as placeable EPS (fonts outlined or as curves)

Formats not listed above (e.g. Word, Excel, Publisher, CorelDraw, etc.) are not supported unless first converted to high-res PDF/X-1a or EPS

Columns	1	2	3	4	5	6	7	8	9	10	Double Truck
DIGITAL INCHES	0.975	2.034	3.092	4.150	5.208	6.267	7.325	8.383	9.442	10.5	22
POINTS	70	146	222	298	375	451	527	603	679	756	1584
PICAS	5p10	12p2	18p6	24p10	31p3	37p7	43p11	50p3	56p7	63p	132p
MM	24	51	78	105	132	159	185	212	239	266	558
INCHES	15/16	2	3 1/16	4 1/8	5 3/16	6 1/4	7 5/16	8 3/8	9 7/16	10 1/2	22

FOR MAXIMUM QUALITY IN COLOUR & B/W ADVERTISING

The Toronto Star prints using Process Colour - CMYK.

- All spot colours **MUST** be converted to process CMYK before submission.
- Allow for 30% dot gain in midtones.
- We recommend you supply a colour proof if your ad is running in colour.
- Image Resolutions when placed at 100% size: **Newsprint** – 200dpi. **Glossy** – 300dpi.
- Total Ink Density: **Newsprint** – 240. **Glossy** – 300.
- Type knocked out of a reverse or colour background should be at least 10 pt. and always bold face. Fine type or serif style in reverse should be no less than 12 pt. **Fonts must not emulate the Star's editorial style.**

PRINT IMAGE

10 COLUMNS = 10.5" wide x 292 AGATE LINES = 20 13/16" deep

DOUBLE TRUCK MATERIAL FULL SIZE

(This is an ad printed through the gutter)

22" wide x 20 13/16" deep – or 1584 pts x 1501 pts – or 132 picas x 125 picas – or 558mm x 529mm

Tabloid sizes available on request.

For all other double trucks, please add column size requested from the sizes listed above and add 1" for the page gutter