



The Toronto Sun
333 King Street East,
Toronto, Ontario
M5A 3X5

MECHANICAL SPECIFICATIONS:

RUN OF PAPER

Full page image area **10.333" x 11.429"**
10 COL X 160 LINES

AD SIZES IN INCHES

WIDTH	1Col. .883"	2 Col. 1.933"	3 Col. 2.983"	4 Col. 4.033"	5 Col. 5.083"	6 Col. 6.133"	7 Col. 7.183"	8 Col. 8.233"	10Col. 10.333"
HEIGHT									
Full Page	-	-	-	-	-	-	-	-	11.429"
3/4 Page	-	-	-	-	-	-	-	-	8.571"
1/2 Page	-	-	-	-	11.429"	9.5"	8.143"	7.143"	5.714"
1/4 Page	-	-	9.5"	-	5.714"	4.714"	4.071"	3.571"	2.857"
1/8 Page	-	-	-	-	2.856"	-	-	-	-
Banner	-	-	-	-	-	-	-	-	1.643"

Double Truck 21.549" x 11.429" (Charged as 21 columns)

We do not accept 9 column ads.

14 lines to the inch (Formula for calculating cost: Columns x Lines x Rate = Cost)

Depth of any advertisement exceeding 140 lines will be charged at full column depth of 160 lines. Minimum space 10 lines. Add 10 lines for each column crossed.

The Publisher reserves the right to make size adjustments at his/her discretion to allow for potential changes in printing press configurations at time of print.

ELECTRONIC ADVERTISING FILES

SOFTWARE/HARDWARE COMPATIBILITY

Hi-Res PDFs (press optimized - 240 total ink, 250 dpi)

Adobe InDesign CS 5.5

Adobe Illustrator CS 5.1

Adobe Photoshop CS 5.1

Adobe Acrobat PDF (Press Quality)

ELECTRONIC FILES can be sent by FTP server or emailed to:

Host: ftp.sunpub.com

Username: anonymous

Password: guest

Directory: incoming/toronto/ads

Note: The exact name of the file sent

to the FTP site must be supplied.

By WEB <http://ftp.sunpub.com>
Access code = sunads
Password = *sunads321

ONCE ELECTRONIC FILES HAVE BEEN TRANSMITTED, THEY MUST BE ACCOMPANIED BY A PDF, COMPLETE WITH A FILE NAME.

SOFTWARE

- Adobe Illustrator CS 5.1. All colours used must be process (CMYK) colours.
- Adobe Photoshop files must be saved with a line screen of 100 lpi and a resolution of 200 dpi. Files may be grayscale or CMYK process colours.
- Files with clipping paths must be saved with a flatness of no less than 15.
- Hi-Res PDF files (press optimized - 240 total ink, 250 dpi).
- Adobe InDesign files must use CMYK colours (process separation) if the ad is to run on a process page. Pantone colours should be converted to CMYK.
- Fonts - preference to use Open Type Fonts contained in Adobe Font Folio 11
- Camera Ready Ads (.pdf) Adobe Acrobat Pro v10.1.4 (or lower). All graphics must be embedded a minimum of 300dpi and all fonts must be embedded.
- Photographs - Only send the following: jpegs (.jpg), tiffs (.tif), PDFs (.pdf)
- UNACCEPTABLE FILE TYPES: Prepress Hub Barrie does not accept advertising material created in Corel Draw (.cdr), Quark Xpress, Microsoft Power Point (.pps/.ppsx), Microsoft Publisher (.pub/.pubx), Microsoft Excel (.xls/.xlsx) Microsoft Word (.docx) NOTE: Microsoft Word (.doc) file format is accepted when accompanied with PDF version.

