

CANWEST COMMUNITY PUBLISHING PRODUCTION SPECIFICATIONS

Material Requirement:

Electronic ads will only be accepted with the following specifications:

- Supply us with a final PDF from your postscript file. (ie: EPS distilled to PDF)
- Ad dimensions must be the finished size. No crop marks or bleed. See our publications column width for exact column widths for our individual publications. No multi-page pdfs. All ads must be a one page individual pdf. (Exceptions apply for double page ads)
- The **file name** must include: company name, size, date and/or file number.
- Make sure all **colour** information is converted to **CMYK** mode. Black and white files must be in **greyscale** mode. **No RGB.**
- All **fonts** must be outlined or converted to paths. **PLEASE, DO NOT USE TRUE TYPE FONTS.** Our RIPs cannot process Multiple Master, True Type/System fonts or CID fonts. Open Type fonts are best. If redistilling through InDesign on our end does not solve the font issue, we must open the file in Photoshop in order to eliminate any font issue. This may adversely effect the file supplied. We prefer not to do this. Embed all fonts. • All black type must be 100% black. (Saving as X1a.pdf in InDesign CS3 does not eliminate the font issue if True Type fonts are used. Saving X1a.pdf in CS4 should have eliminated this font problem.)
- All **images** should be at least 300 dpi.
- If you are running any extensions specific to your environment, please disable them before saving the file.
- We would prefer not to receive very large files (30 megs or more). Redistill your postscript file to reduce the file size as much as possible. **Flatten** your master file.
- To avoid any file size problems when uploading to an ftp site, please **COMPRESS** the file with Stuffit for Macintosh or Winzip for PC. This will make the file smaller and faster to transfer, with less chance of corruption.
- If for some reason you cannot provide us with a final PDF with all above specifications, see below for Acceptable File Formats.

Deadlines:

- Material deadline for our Lower Mainland and Vancouver Island publications is two full working days prior to issue date*. For our out-of-market publications, material must be in at the same time as booking*. (*some exceptions apply)

Sending Files:

- If the **file size** does not exceed 5 megabytes, you may send your file via email to ads@canwestcommunitypublishing.com. When emailing your file, you must include the Company name, the date(s) the ad will run and the name of the publication(s) it is to run in, as well as contact information of your company.
- Larger files need to be uploading to an **FTP** server. **To upload to our FTP site:** Address: [ftp.van.net](ftp://ftp.van.net) • Username: **vannet** • password is: **welcome001** • Double click on the folder named **LMP Ad Drop** and upload file into there. Your file name must not exceed 27 characters + .pdf. File name gets cut off to 6 characters if the name is too long. The incorrect file may be retrieved if this occurs. Once you have uploaded your file, please email ads@canwestcommunitypublishing.com with the Company name, the date(s) the ad will run and the name of the publication(s) the ad is to run in, as well as your contact information.
- If uploading to your own ftp site, email ads@canwestcommunitypublishing.com all the IDs and passwords required. Do not forget to include your contact information if we need to inform you that there is something wrong with the file.

Acceptable File Formats:

Adobe InDesign: OS X - InDesign documents must include all related linked artwork and screen/printer fonts. Spot colours must be converted to CMYK. Flatten any transparency. Do not use the OS X 'save as' function. This does not allow parameter control (compression, colour space etc.) and saves all colours as RGB. If the 'Export to PDF' function is used, InDesign will convert your Type 1 fonts to composite (CID) fonts which our RIPs cannot process. Therefore **Export to EPS**, and distill your postscript file manually. If using CS3 you must save the file with the extension .inx. We use CS2. Dimensions of the ad should be 100%, no crop marks, no bleed.

Adobe Illustrator: Colour mode: CMYK or GREYSCALE. Spot colours must be converted to CMYK. Fonts converted to outlines. Delete all unnecessary art/copy on page such as artist notes, crop marks and booking information before saving as Illustrator EPS. Distill the postscript file to PDF. Dimensions of the ad should be 100%, no crop marks, no bleed.

Adobe PhotoShop: Save your PhotoShop files as JPEGs with an 8 compression or as PhotoShop PDFs with a jpeg 8 compression. Dimensions of the ad should be 100%, no crop marks, no bleed. Black text must be 100% black.

We must receive a final pdf for the following file formats:

Quark XPress: All Quark documents must include all related linked artwork and screen/printer fonts. Quark EPS files must include screen/printer fonts with submission. Quark EPS files can only be used if all fonts, including fonts embedded in EPS files within the ad are available on the Mac platform. Manually distill the EPS file to PDF. • **CorelDraw and Pagemaker:** DO NOT use the 'Export to PDF' function within your application. Create a postscript file and distill manually through Acrobat Distiller. • **Multi-Ad Creator:** Multi-Ad Creator: Export file as an EPS. • **Freehand:** Convert all fonts to curves (outlines). Export as an EPS file. • **CorelDraw:** Export JPG file, set resolution to 300 dpi. We do not accept CorelDraw 'CDR' or 'EPS' files. These Corel formats may not print correctly therefore we cannot accept responsibility for final output. • **Adobe Pagemaker:** Material must be exported as PDF file. We do not accept EPS files exported from Adobe Pagemaker.

- We do not accept Word processing, Excel, Publisher, native Corel, native Freehand or native Pagemaker as complete ad material.

PLEASE email ads@canwestcommunitypublishing.com for any additional information.