



2014 tabloid specifications



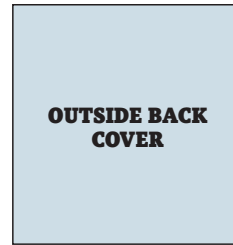
advertising formats
standard



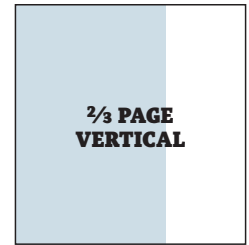
FULL PAGE
LIVE: 236mm w x 251mm D
9.29"w x 9.88"d



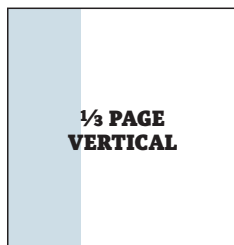
INSIDE BACK COVER
LIVE: 236mm w x 251mm D
9.29"w x 9.88"d



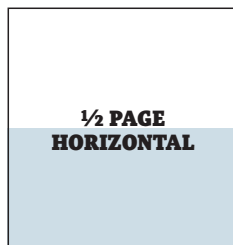
OUTSIDE BACK COVER
LIVE: 236mm w x 251mm D
9.29"w x 9.88"d



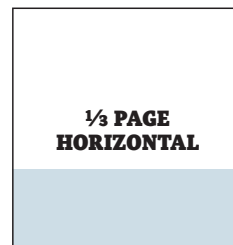
2/3 PAGE VERTICAL
LIVE: 156mm w x 251mm D
6.14"w x 9.88"d



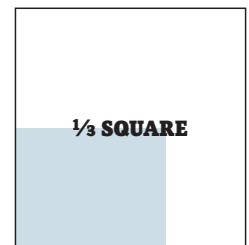
1/3 PAGE VERTICAL
LIVE: 76mm w x 251mm D
2.99"w x 9.88"d



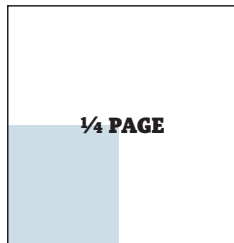
1/2 PAGE HORIZONTAL
LIVE: 236mm w x 125mm D
9.29"w x 4.92"d



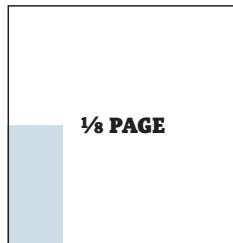
1/3 PAGE HORIZONTAL
LIVE: 236mm w x 82mm D
9.29"w x 3.22"d



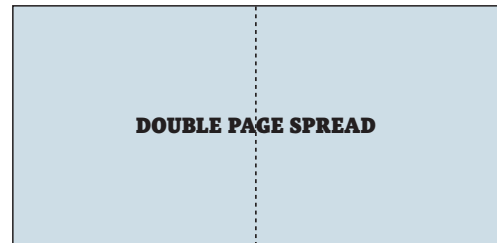
1/3 SQUARE
LIVE: 156mm w x 125mm D
6.14"w x 4.92"d



1/4 PAGE
LIVE: 116mm w x 125mm D
4.56"w x 4.92"d

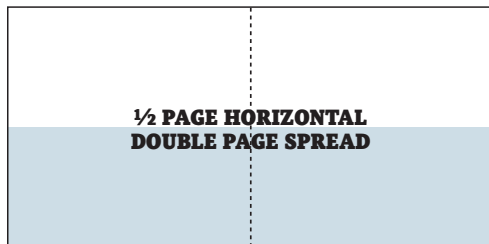


1/8 PAGE
LIVE: 75mm w x 125mm D
2.98"w x 4.92"d

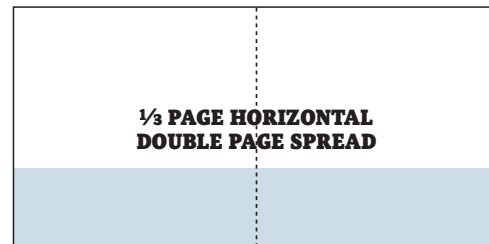


DOUBLE PAGE SPREAD
LIVE: 498mm w x 251mm D
20"w x 9.88"d

DOUBLE PAGE SPREAD RUNS ACROSS GUTTER,
ONLY AVAILABLE IN CENTER SPREAD



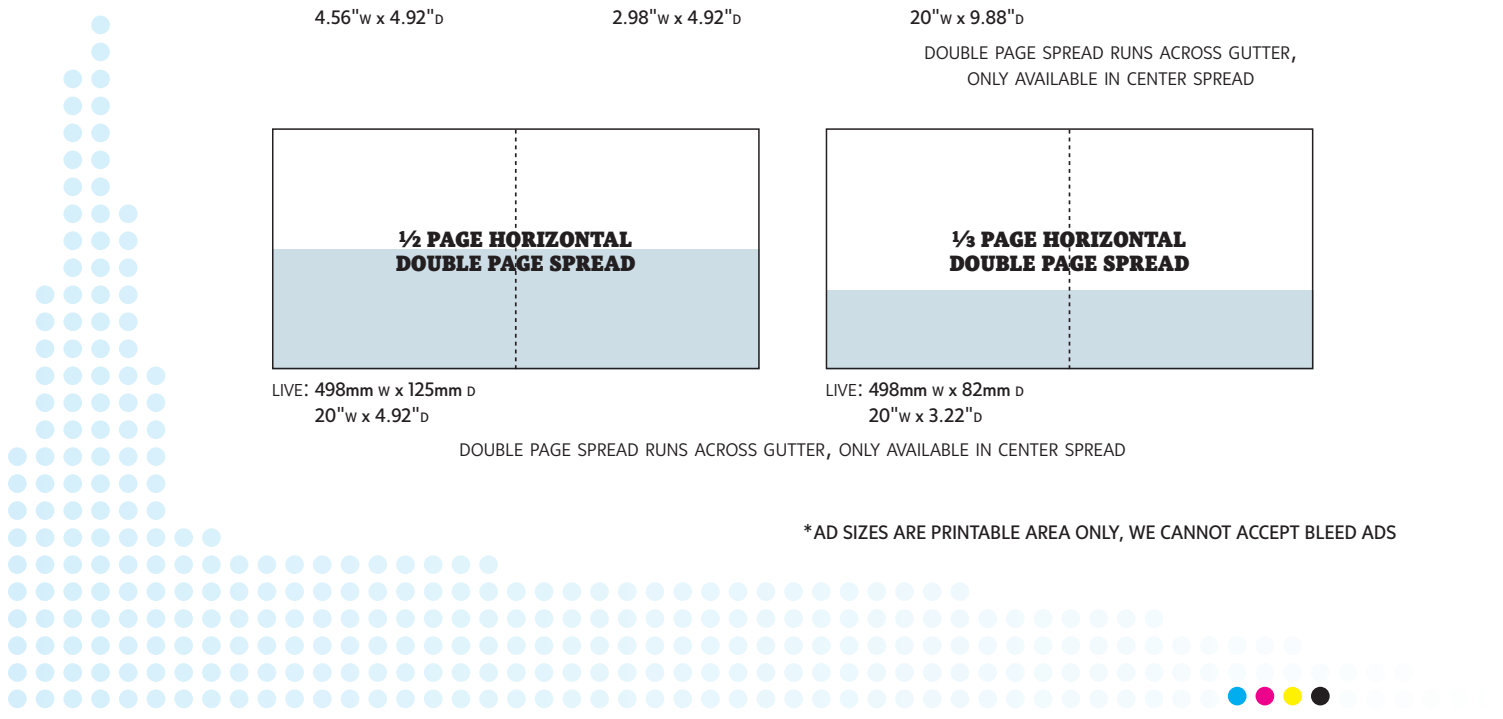
1/2 PAGE HORIZONTAL DOUBLE PAGE SPREAD
LIVE: 498mm w x 125mm D
20"w x 4.92"d



1/3 PAGE HORIZONTAL DOUBLE PAGE SPREAD
LIVE: 498mm w x 82mm D
20"w x 3.22"d

DOUBLE PAGE SPREAD RUNS ACROSS GUTTER, ONLY AVAILABLE IN CENTER SPREAD

*AD SIZES ARE PRINTABLE AREA ONLY, WE CANNOT ACCEPT BLEED ADS



quick reference – specifications & general
requirements

General

- Ads must be created at 100% final booked size
- Ad material not sent in at final size may be floated within the ad space or scaled to fit
- The given ad size is the final trim size, there is no bleed allowance
- No trapping, chokes or spreads should be used
- DPS ads must be set up as a single unit
- All colour ads should be accompanied by a colour proof that simulates the intended colour reproduction – without a colour proof The Globe and Mail cannot ensure that the colour reproduces as the client intended or that it was prepared properly for magazine reproduction – a fax, electronic PDF, or printout can only be used for content, not colour accuracy
- **All ads must be sent to: adforward.globeandmail.ca**

General Requirements

- Ad material should be created in a page layout (ie. Adobe InDesign or QuarkXPress) or design (ie. Adobe Illustrator) program
- All high-resolution files in CMYK (minimum 266 dpi)
- All TIFFS and EPS files must be placed in your document
- Adobe Illustrator files must be saved with a preview and all placed art or images must be included
- All screen and printer fonts used in the document (plus all EPS files) must be supplied (do not use artificial type styles)
- All colours must be defined as CMYK with separation turned on in the edit colours dialog box
- Maximum total ink coverage: 240%
- Midtone dot gain: 26%
- Minimum line thickness: 0.5pt

General Requirements for PDF Files

- Optimized PDF_x1a with thumbnail preview
- Output resolution set to 2400 dpi
- No compression or resampling
- Embed all fonts
- All embedded art or images should be high resolution in CMYK (minimum 266 dpi)
- No colour conversion and all colours should be defined as CMYK

Mechanical Specifications

- Web offset printing
- 133 Line Screen
- Saddle Stitched
- *Double page spreads: Any headline text crossing the gutter must stay clear of the fold by 1/4" on both pages (total 1/2" between words or characters)

Positioning

- 15% on earned space rates
- Covers are non-cancelable

For More Information

If you require any further information please contact your Globe and Mail advertising representative.

For complete specs please refer to adforward.globeandmail.ca and download the "Complete Newspaper Production Specification Book."

