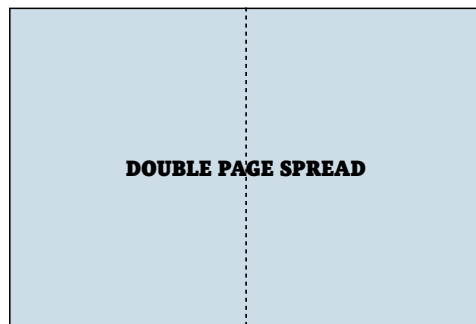


*REQUIREMENTS FOR GLOBE STYLE ADVISOR MAGAZINE

NO BLEED AVAILABLE ON STANDARD PAGES



NEW SIZE
9" w x 12.375" d

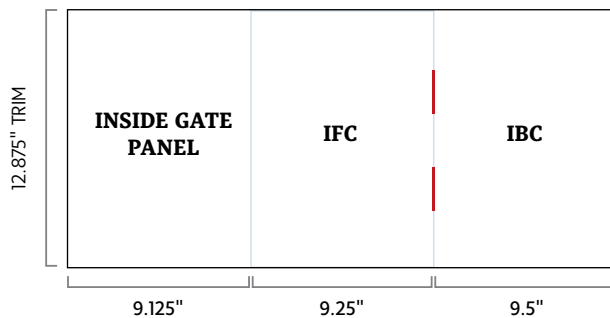


NEW SIZE
18.5" w x 12.375" d
(RUNS THROUGH GUTTER, CENTRE SPREAD ONLY)

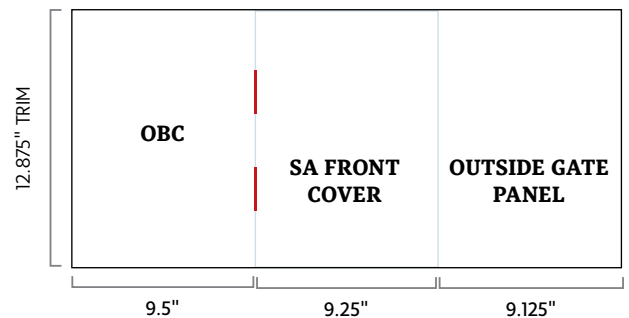
Additional special executions are available, including scent strips and sampling. Please speak with your sales representative for more information.

advertising formats
standard

6 PAGE GATEFOLD OFF COVER



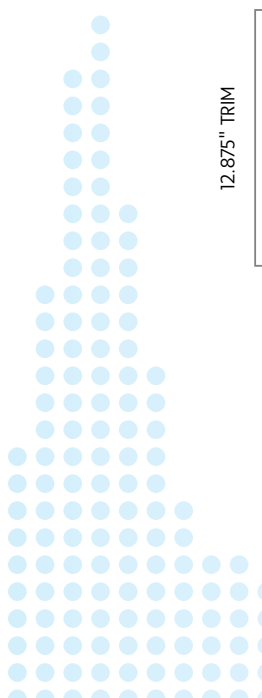
INSIDE FRONT COVER
LIVE: 8.75" w x 12.375" d
TRIM: 9.25" w x 12.875" d
(.125" BLEED ALL SIDES)



GATE PANEL (INSIDE AND OUTSIDE)
LIVE: 8.625" w x 12.375" d
TRIM: 9.125" w x 12.875" d
(.125" BLEED ALL SIDES)

BACK COVER (INSIDE AND OUTSIDE)
LIVE: 9" w x 12.375" d
TRIM: 9.5" w x 12.875" d
(.125" BLEED ALL SIDES)

PLEASE NOTE: ALL GATEFOLD EXECUTIONS REQUIRE AN ADDITIONAL 4 WEEKS LEAD TIME FOR SPACE BOOKING AND MATERIAL SUBMISSION.



REQUIREMENTS FOR GLOBE STYLE ADVISOR MAGAZINE

All ads must be sent to:
adforward.globeandmail.ca

General information

- 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

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
- Maximum Ink Density 280%
- **We also accept Native Files. TIFF and EPS files need to be embedded or linked and collected with the document**

Mechanical specifications

- Saddle stitched
- Web offset printing
- 133 Line Screen

For more information or questions, please contact:

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Peter Bonyun
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416-585-5036
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quick reference – specifications & general
requirements

