

REQUIREMENTS FOR **REPORT ON BUSINESS** MAGAZINE**General**

All colour ads should be accompanied by a proper dot generated colour proof that simulates the intended colour reproduction – without a proper 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, .jpg, 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
- Crop marks should be offset
- All embedded art or images should be high resolution in CMYK (minimum 300 dpi)
- No colour conversion and all colours should be defined as CMYK
- **Maximum ink density 280%**
- DPS ads must be set up as single pages. 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)
- **We also accept Native Files. TIFF and EPS files need to be embedded or linked and collected with the document**

**All ads must be sent to:
adforward.globeandmail.ca/ROB**

Mechanical Specifications

- Saddle stitched
- Web offset printing
- 133 Line Screen

For more information or questions, please contact:

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specifications & general
requirements