



Updated December 23, 2010 • For more information, contact your account representative at 902-422-6278 or sales@thecoast.ca

FILE TYPES

- ✓ **The Coast can print**
 - pdf with all fonts outlined
 - high res tiff
 - high res jpg
 - eps with all fonts outlined

- ✗ **The Coast can't print**
 - Microsoft Word documents
 - Microsoft Powepoint slides
 - Microsoft Publisher documents
 - Corel Draw documents
 - .doc, .pub, .ppt
 - or any file that has been highly compressed

As a service to our advertisers
 The Coast provides complimentary typesetting and design services. We design ads on a first come first served basis so clients who get their materials in early get more attention paid to their ads. If you need our services call your sales rep for info on what we need to make your ad.

PRINTING SPECIFICATIONS

- **All ads should be built to the exact size** (see below) and there should be no white space or information outside the active area.
- **Artwork that does not conform** to the modular sizes provided will be re-formatted, reduced, enlarged or framed at the discretion of The Coast.
- **All artwork should be at least 240 dpi** however 300 dpi is preferred.
- **Our maximum ink density is 220.**
- **Fine lines and small type may be in color**, but should use as few inks as possible. For colour type we recommend using heavier (bold) type that can survive small variations in registration. Blacks should be created as 100% K, or K plus one other color. **Never create a black out of all four colors.**
- **All Pantone/spot colours** must be converted to CMYK.
- **The Coast cannot guarantee** exact colour matching or perfect registration.
- **Please design your artwork** considering a newsprint dot gain of 20-39%.

FILE SUBMISSION

- All artwork should be emailed to production@thecoast.ca.
 - **Please include** with your file the client name, a contact phone number and the date of the issue in which the ad should run.
 - Please include the client name in your files.
 - **Ship disks and colour proofs to:** 5567 Cunard St, Halifax, NS B3K 1C5
 - For files exceeding 10MB our dropbox information is as follows: <https://public.me.com/thecoastoffice>
 The password is **beef41.trunk**
- Mac users can access the dropbox using the Finder. Under the Go menu choose iDisk > Other User's Public Folder. The credentials to use are
Membername: thecoastoffice
Username: public
Password: beef41.trunk

SIZES



FULL PAGE
10.25"W X 12.5"H



3/4 VERTICAL
7.66"W X 12.38"H



JUNIOR PAGE
7.66"W X 9.25"H



1/2 HORIZONTAL
10.25"W X 6.12"H



1/2 VERTICAL
5.06"W X 12.38"H



3/8 HORIZONTAL
7.66"W X 6.12"H



3/8 VERTICAL
5.06"W X 9.25"H



1/3 PAGE
(V)5.06"W X 8.21"H
(H)10.25"W X 4.04"H



1/4 PAGE
(SQ)5.06"W X 6.12"H
(L)7.66"W X 4.04"H



1/4 H / BANNER
10.25 "W X 3"H



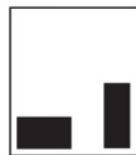
1/4 VERTICAL
2.47"W X 12.38"H



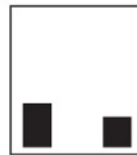
3/16
7.66"W X 3"H



1/6
5.06"W X 4.04"H



1/8 HORIZONTAL
5.06"W X 3"H
1/8 VERTICAL
2.47"W X 6.12"H



1/12
2.47"W X 4.04"H
TEASER
2.47"W X 3"H



POP UP
10.25"W X 1.5"H

PRINT DESIGN TIPS

- When using white type on a dark background minimum type size should be 10pt and avoid using serif fonts.
- Print a copy of the ad before submission. Even though the ad may look fine on screen, it may not print as you expect it to.
- When in doubt send your ad in early. If there are any problems with it we can help trouble shoot them.

Don't know what we're talking about? Call your sales rep or pass these artwork specs along to your designer.

DEADLINES

Booking deadline is Friday at 5pm.
 Artwork deadline is Monday at 5pm.