

Specifications for Newsprint Advertising

2009/2010

Digital Specifications

- All files should be High Resolution PDFs, we do not accept other formats.
- 200 dpi
- All files should be saved as CMYK.
- Ads that require changes must be resubmitted or reproduction cannot be guaranteed.
- Create PDF files at 100% to exact ad size, or use crop marks to indicate exact size
- Do not create encrypted PDF files. Do not use any security including Acrobat Standard Security.
- Do not use JPG compression
- Each piece of creative should be labelled with advertiser's name and identifying title.
- A single upload to our website cannot exceed 45 MB

One piece of creative can be used in multiple publications, ask us for standardized sizes

Upload Artwork
to our website



Black & White Printing Specifications

All images and elements should be in greyscale mode
Remove any unused images/ layers from file.

Colour Specifications

Create all files as CMYK multicolour files, with no more than four (4) layers.

All material must be converted to composite CMYK by the customer.
All Spot colour ads must be prepared as CMYK composite files (unless otherwise noted, see *Ulysses*)

A maximum ink density of 230%-240% is recommended, with only one solid colour. Secondary colours should not exceed 80% each.

Type Specifications

Because of the ink and newsprint relationship, "Fine Rules" & "Small Type" tends to loose definition in press and should be produced in one colour only, we recommend Black.

- Small Type is defined as:
 - Sans serif type less than 8 points;
 - Serif type 12 points or smaller;
 - Fine serif (such as Bodini) 14 points or smaller.

Black type should be created using 100% black. Yellow, magenta and cyan should not appear in black text and will create unwanted ink setoff and registration issues.

Sans serif typefaces are the best choice for newsprint reproduction
For best legibility, we recommend using type sized at least 7 points for black type without a screen

Colour Type

Black text should be created using only 100% black.
Colour type using two or more overprinting inks should be no less than 18 points. Serif type is not recommended.

Reverse Type

Type reversed out of a single ink area should be no less than 12 point.
Type reversed out of two or more overprint colours should be no less than 14 point.

Serif text reversed out of a 4-colour image should be 14 points or larger with stroke widths of at least 4 points.

Trapping

Image trap should be 0.005" or greater.

ALL ARTWORK CAN BE UPLOADED TO OUR WEBSITE

Please login to our homepage with your username and password, provided by The Campus Network.

TERMS & CONDITIONS

Booking and Material Deadlines:

Two weeks prior to publication. Please contact us regarding late bookings and late material. Availability of advertising space is not guaranteed after deadlines.

Make-Good Policy:

Advertisers whose ads do not run as ordered will be contacted and offered a make-good in the next available issue. A make-good is not a free ad. If the make-good runs correctly the advertiser will be billed as per the original order.

Reproduction of ads that do not meet production specifications cannot be guaranteed.

Purchase Orders:

Please include:

1. List of publications
2. Final rate for each publication
3. Date of insertion
4. Size of ad
5. Ad number / material description

The agency is the duly authorized representative of the Advertisers. The Network reserves the right on 10 days written notice to hold advertisers liable for payment for sums unpaid at the expiration of 60 days from the date of invoice. The Network and its publishers are not bound by any condition printed on an advertisers' or advertising agencies' contracts or insertion orders when such conflict with the policies covered by this rate card.

Cancellations:

Not accepted after deadlines.



Digital Specifications

- All files should be High Resolution PDFs, we do not accept other formats.
- 200 dpi
- All files should be saved as CMYK.
- Ads that require changes must be resubmitted or reproduction cannot be guaranteed.
- Create PDF files at 100% to exact ad size, or use crop marks to indicate exact size
- Do not create encrypted PDF files. Do not use any security including Acrobat Standard Security.
- Do not use JPG compression
- Each piece of creative should be labelled with advertiser's name and identifying title.
- A single upload to our website cannot exceed 45 MB



One piece of creative can be used in multiple publications, ask us for standardized sizes

Publication Ad Size Chart

In addition to the sizes below we can provide you with standardized sizes for page dominant, 2/3 rds of a page, or custom-ad-size campaigns, ask your rep for details.

Campus	Publication	Full Page Size	1/2 Page Size	1/4 Page Size
		1C=2", 14 Ag Lines=1"	1C=2", 14 Ag Lines=1"	1C=2", 14 Ag Lines=1"
Manitoba, U of	Bulletin	10"x15.5" (5Cx217L)	10"x7.75" (5Cx110L)	6"x6.21" (3C x 87L)
Seneca C	Buzz	10"x14" (5Cx196L)	10"x7" (5Cx98L)	6"x6.21" (3C x 87L)
Carleton U	Charlatan	10"x14" (5Cx196L)	10"x7" (5Cx98L)	6"x6.21" (3C x 87L)
Centennial C	Courier	10"x13.5" (5Cx190L)	10"x6.8" (5Cx95L)	6"x6.21" (3C x 87L)
Redeemer C	Crown	11"x21" (5Cx294L)	11"x10.5" (5Cx147L)	6"x5.28" (3C x 74L)
Humber C	Etcetera	10"x14" (5Cx196L)	10"x7" (5Cx98L)	6"x6.21" (3C x 87L)
Alberta, U of	Folio	10"x15.5" (5Cx217L)	10"x7.75" (5Cx110L)	6"x6.21" (3C x 87L)
Calgary, U of	Gauntlet	10"x12.5" (5Cx175L)	10"x6.25" (5Cx88L)	6"x6.21" (3C x 87L)
Western Ont, U of	Gazette	10"x15.75" (5Cx220L)	10"x8" (5Cx110L)	6"x6.21" (3C x 87L)
Waterloo U	Imprint	10"x15" (5Cx210L)	10"x7.5" (5Cx105L)	6"x6.21" (3C x 87L)
Fanshawe C	Interrogang	10"x16" (5Cx224L)	10"x8" (5Cx112L)	6"x6.21" (3C x 87L)
U of T, Mississ.	Medium	10"x15" (5Cx210L)	10"x7.5" (5Cx105L)	6"x6.21" (3C x 87L)
Toronto, U of	Newspaper	10"x15" (5Cx210L)	10"x7.5" (5Cx105L)	6"x6.21" (3C x 87L)
NAIT	Nugget	10"x13.5" (5Cx190L)	10"x6.75" (5Cx95L)	6"x6.21" (3C x 87L)
Osgoode U	Obiter Dicta	10"x13" (5Cx185L)	10"x6.5" (5Cx93L)	6"x6.21" (3C x 87L)
Guelph, U of	Ontarion	10"x14" (5Cx196L)	10"x7" (5Cx98L)	6"x6.21" (3C x 87L)
Red River C	Projector	10"x15" (5Cx210L)	10"x7.5" (5Cx105L)	6"x6.21" (3C x 87L)
Queen's U	Queen's Journal	10"x15" (5Cx210L)	10"x7.5" (5Cx105L)	6"x6.21" (3C x 87L)
Guelph at Humber	Radix	10"x14" (5Cx196L)	10"x7" (5Cx98L)	6"x6.21" (3C x 87L)
Mt. Royal	Reflector	10"x15.75" (5Cx220L)	10"x8" (5Cx110L)	6"x6.21" (3C x 87L)
Kelsey Inst.	Scanner	10"x13" (5Cx182L)	10"x6.5" (5Cx91L)	6"x6.21" (3C x 87L)
Sheridan C	Sheridan Sun	10"x14" (5Cx196L)	10"x7" (5Cx98L)	6"x6.21" (3C x 87L)
McMaster U	Silhouette	10"x21.5" (5Cx300L)	10"x10.75" (5Cx150L)	6"x10.75" (3C x 150)
St. Mary's U	SMU Journal	10"x16" (5Cx224L)	10"x8" (5Cx112L)	6"x6.21" (3C x 87L)
Conestoga C	Spoke	10"x13.5" (5Cx189L)	10"x7" (5Cx95L)	6"x6.21" (3C x 87L)
Ontario Campuses	Sweat	8"x10" (4Cx140L)	8"x5" (4Cx70L)	6"x6.21" (3C x 87L)
McGill U	Tribune	10"x14.25" (5Cx200L)	10"x7.25" (5Cx100L)	6"x6.21" (3C x 87L)
SAIT	Weal	10"x15" (5Cx210L)	10"x7.5" (5Cx105L)	6"x6.21" (3C x 87L)
UBC Grad.	Graduate, mag	7.5"x10" (4Cx140L)	7.5"x5" (4Cx70L)	4"x5" (2C x 70L)
Ryerson U	Nightviews	10"x16" (5Cx224L)	10"x8" (5Cx112L)	6"x6.21" (3C x 87L)
UBC	Ubysses	10"x15.5" (5Cx217L)	10"x7.75" (5Cx110L)	6"x6.21" (3C x 87L)

TERMS & CONDITIONS

Booking and Material Deadlines:
Two weeks prior to publication. Please contact us regarding late bookings and late material. Availability of advertising space is not guaranteed after deadlines.

Make-Good Policy:
Advertisers whose ads do not run as ordered will be contacted and offered a make-good in the next available issue. A make-good is not a free ad. If the make-good runs correctly the advertiser will be billed as per the original order.
Reproduction of ads that do not meet production specifications cannot be guaranteed.

The agency is the duly authorized representative of the Advertisers. The Network reserves the right on 10 days written notice to hold advertisers liable for payment for sums unpaid at the expiration of 60 days from the date of invoice, conflict with the policies covered by this rate card.

Cancellations:
Not accepted after deadlines.

- Purchase Orders:**
Please include:
1. Date of insertion
 2. List of publications
 3. Ad number / material
 4. Final rate for each publication
 5. Size of ad description