



exclaim! * ©

MAGAZINE ARTWORK SPECIFICATIONS

INK DENSITY LIMIT 220%

- Material should be supplied in order to compensate for a dot gain of 20% to 25%.
- Ensure a minimum of one-point trap for best registration.
- Undercolour Removal (UCR): Total percentage of ink values **SHOULD NOT** exceed 220% for four-colour materials. Only one solid colour should be used in areas comprised of two or more colours. Maximum screened value of any colour should not exceed 80% unless it becomes the solid colour. Solid black areas should be comprised of 100% black plus 30% cyan. A zipped file containing exclaim newsprint colour profile settings can be found at <http://exclaim.ca/PrintSpecs/exclaim2014.csf.zip> Install into Photoshop before you convert your images to CMYK or GRAYSCALE. To install in Photoshop under EDIT > COLOR SETTINGS, once the dialogue box is open, hit the Load button on the right, navigate to where you placed the exclaim2014.csf file, highlight the file and press Load. The colour setting will not allow the ink density to go over 220%. For assistance,

call Simon at our production office: 416 368 4154.

- Small letters, serifs and thin lines should be restricted to one ink.
- For surprint, use a screen of not more than 45% density for background where type is surprinted; not less than 45% density where type is reversed.
- One colour screen of less than 10% may not print.

SOFTWARE & FILE PREPARATION

- **PDF-X/1a:2001 with no bleed is the recommended and preferred file format for ad submissions.**
- Exclaim! also uses the following Macintosh based Adobe software (versions listed or earlier are acceptable):
Photoshop CC 2015: If entire ad is a Photoshop TIFF, JPEG or EPS, make sure the resolution is at least 300 dpi. If the ad is a JPEG, save with the maximum compression quality (12).
Illustrator CC 2015: Convert all fonts to paths, embed all images, save as an Illustrator EPS with level 2 postscript.
- Scan all black & white and colour photos at a minimum 300 dpi, and

line art at a minimum 600 dpi. Convert all images to CMYK. Knockout (trap) all colour text on top of black or solid black boxes and shapes on top of colour. If black text on top of colour exceeds 24pt, it's best to knockout (trap).

FILE NAMING

All submitted files should be named similar to the following:
Company_Exclaim_run date.
(file extension)
i.e., XYZCompany_Exclaim_1015.pdf

DELIVERY

Email files under 12 MB to ads@exclaim.ca
For larger files use <https://exclaimdotca.wetransfer.com>

PRODUCTION CHARGES

Exclaim! does not accept responsibility for the reproduction when materials do not meet these specifications. Exclaim! reserves the right to charge back client for additional production costs when materials do not meet these specifications.

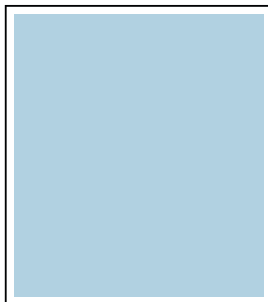
DOUBLE PAGE SPREAD

21.5" width
11.25" height



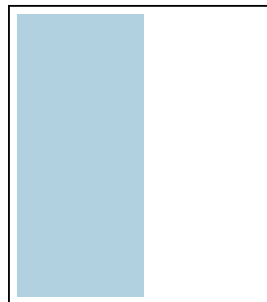
FULL PAGE

10.25" width
11.25" height



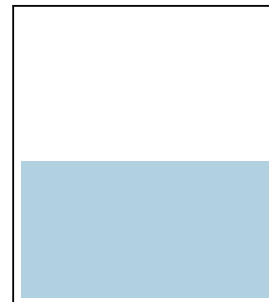
HALF PAGE vertical

5" width
11.25" height



HALF PAGE horizontal

10.25" width
5.56" height



* Artwork does not require bleed or type safety