



# exclaim! \* © #

## MAGAZINE ARTWORK SPECIFICATIONS

### INK DENSITY LIMIT 240%

- a) Material should be supplied in order to compensate for a dot gain of 20% to 25%.
- b) Ensure a minimum of one-point trap for best registration.
- c) Undercolour Removal: total percentage of ink values **SHOULD NOT** exceed 240% 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 **Metroland12\_07.csf** can be found at [exclaim.ca/PrintSpecs/Metroland12\\_07.zip](http://exclaim.ca/PrintSpecs/Metroland12_07.zip). Install into photoshop before you convert your colour images to CMYK or GREY-SCALE. To install in photoshop under EDIT scroll down to COLOR SETTINGS, once the dialog box is open hit the load button on the right, navigate to where you placed the **Metroland12\_07.csf** file. Highlight the file and press load. The colour setting will not allow the ink density to go over 240%. For further assistance call Simon at our production office: 416 368 4154

- d) Small letters, serifs and thin lines should be restricted to one ink.
- e) 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.
- f) One colour screen of less than 10% may not print.

### SOFTWARE & FILE PREPERATION

**PDF-X/1a:2001 with no bleed is the recommended and preferred file format for ad submissions.**

Exclaim! also uses the following Macintosh based software (versions listed or earlier are acceptable):

- **InDesign CS3** - packaged document with all Postscript fonts and graphic elements.
- **Adobe Photoshop CS3** - if you're submitting an entire ad as a Photoshop TIFF, JPEG or EPS make sure the resolution is at least 300 DPI. If you are sending the ad as a JPEG then save with the maximum compression quality (12).
- **Illustrator CS3** - convert all fonts to paths, embed all images, save as an Illustrator EPS with level 2 postscript.

Scan all black and white and colour photos at least 300 DPI, and lineart at least 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 then 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. *YXZRecords\_Exclaim\_0309.pdf*

### DELIVERY

Digital ads may be submitted via email to [ads@exclaim.ca](mailto:ads@exclaim.ca) if less than 6 MB in total size after compression (ie. Zip). Anything greater than 6 MB should be submitted via our FTP site (**Host:** [ftp.exclaim.tv](ftp://ftp.exclaim.tv); **Username:** [ftpexclaim](ftp://ftp.exclaim.tv); **Password:** [ad99](ftp://ftp.exclaim.tv)) or Compact Disc couriered to the address at the bottom of this page.

### 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.

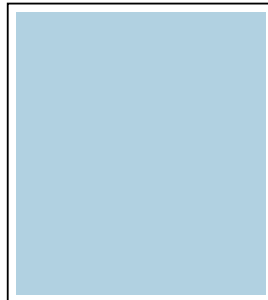
### DOUBLE PAGE SPREAD

21.5" width  
11.25" height



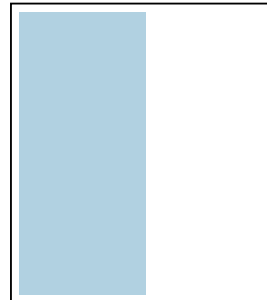
### FULL PAGE

10.25" width  
11.25" height



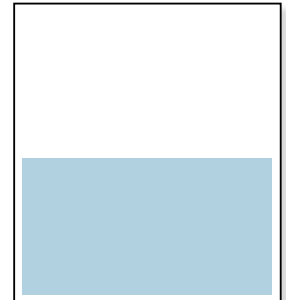
### HALF PAGE vertical

5" width  
11.25" height



### HALF PAGE horizontal

10.25" width  
5.56" height



\* Artwork does not require bleed or type safety