

EYE WEEKLY 2011 TECHNICAL SPECIFICATIONS

AD SUBMISSION GUIDELINES

Materials may be submitted electronically or by e-mail, FTP, via CD, or DVD.

All materials are required to be supplied with a proof (rasterized PDF, JPEG or hard copy) to ensure accuracy of reproduction. All faxes/hard copies must include an insertion date and file name as a reference. Soft proofs must be marked "proof" in the file name (Ex: Clientname_Jan1_proof.jpg).

PREFERRED FILE FORMATS

HIGH RESOLUTION PDF (X1-a preferred)

Acceptable file formats (if ad needs editing) Adobe InDesign, Adobe Photoshop, Adobe Illustrator, with all links and fonts. EYE WEEKLY works on a Macintosh platform.

Unacceptable file formats

No velox or film will be accepted.

Page Size

IMAGE AREA — 10"W x 11¼"H;
NO bleed or safety required

Mechanical Specs

CMYK process colour or Grayscale*
240% MAXIMUM INK DENSITY, 30% dot gain

Please note: If a 'rich black' effect is desired (particularly for the background), there is **no** need for further colours (magenta and yellow), a **100% black and 30% cyan** should be optimal to produce the same rich black effect.

* Note: All colour image files will be assigned a profile optimized for the EYE WEEKLY printing press

Program Specs

ADOBE ILLUSTRATOR files must have all fonts converted to outlines.

ADOBE PHOTOSHOP files must be a resolution of 300 dpi (400dpi if text is less than 10 points) and should either be a high resolution jpeg (preferred) or full size flat psd, eps or tiff file.

INDESIGN files must use CMYK colours (process separation on).

- Pantone and spot colours must be converted to CMYK process

DELIVERY OPTIONS

MATERIAL DEADLINE

5pm on the Friday prior to publication

Email* files to:

prod@eyeweekly.com.

* Note: All emailed files should be supplied in a compressed format (.ZIP, .SITX, .HQX, .SEA) and should be no greater than 5.5 MB.

Upload files to FTP*:

Notification of delivery must be sent to prod@eyeweekly.com once the file has been uploaded to EYE WEEKLY's ftp site.

FTP ADDRESS: ftp.eyeweekly.com

USERNAME: eyetest

PASSWORD: dogdays

Send Discs and Hard Proofs (optional) to:

EYE WEEKLY
ATTN: RINA ESPIRITU

One Yonge Street, 2nd floor
Toronto, Ontario M5E 1E6

Production inquiries are welcomed:
416-933-3452

Size	Spec Variations
DPS	21.50"W x 11.25"H
FP	10"W x 11.25"H
3/5	10"W x 6.625"H 6"W x 11.25"H
1/2	10"W x 5.5"H 6"W x 9.25"H
2/5	10"W x 4.375"H 6"W x 7.375"H 3.875"W x 11.25"H
1/3	10"W x 3.75"H 3.375"W x 11.25"H
1/4	10"W x 2.625"H 6"W x 4.625"H 3.875"W x 7.5"H
1/5	10"W x 1.75"H 6"W x 3.625"H 3.875"W x 5.5"H 1.875"W x 11.25"H
1/8	3.875"W x 3.625"H 1.875"W x 7.5"H
CARD	3.875"W x 1.75"H 1.875"W x 1.75"H

DEADLINES: Booking, copy, prepayment & artwork deadline is 5pm Friday prior to publication. All ads requested to be produced in-house by EYE WEEKLY are subject to a \$50 production charge. Additional designer time is \$50/hour

