

EYE WEEKLY

2009 Technical Specifications

AD SUBMISSION GUIDELINES

Materials may be submitted electronically or by e-mail, FTP, via CD, or DVD. All emailed files should be supplied in a compressed format (.ZIP, .SITX, .HQX, .SEA).

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
PDF X1-a

Acceptable file formats
QuarkXPress 6.0, Adobe InDesign CS, Adobe Photoshop CS, Adobe Illustrator CS, will all links and fonts. EYE WEEKLY works on a Macintosh platform.

Unacceptable file formats
No velox or film will be accepted. Colorized TIFFs in Quark files will not print

MATERIAL REQUIREMENTS

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.

QUARKXPRESS AND 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 Monday 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 to:
EYE WEEKLY

ATTN: KEVIN DE LAS ALAS
625 Church Street, 6th floor
Toronto, Ontario M4Y 2G1

Production inquiries are welcomed:
416-596-4393 ext. 7751

Ad Sizes in inches

| Size | 5 COL | 4 COL | 3 COL | 2 COL | 1 COL |
|------|------------------|---------------|---------------|-------------------|-------------------|
| DPS | 21.5"W x 11.30"H | - | - | - | - |
| FP | 10"W x 11.25"H | - | - | - | - |
| 4/5 | 10"W x 9"H | 8"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 | 8"W x 7.5"H | 6"W x 9.25"H | - | - |
| 2/5 | 10"W x 4.375"H | 8"W x 5.5"H | 6"W x 7.375"H | 3.875"W x 11.25"H | - |
| 1/4 | 10"W x 2.625"H | 8"W x 3.625"H | 6"W x 4.625"H | 3.875"W x 7.5"H | - |
| 1/5 | 10"W x 1.75"H | 8"W x 2.625"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 |
| 1/10 | - | - | 6"W x 1.75"H | 3.875"W x 2.625"H | 1.875"W x 5.5"H |
| CARD | - | - | - | 3.875"W x 1.75"H | 1.875"W x 3.625"H |
| UNIT | - | - | - | - | 1.875"W x 1.75"H |

MATERIAL DEADLINE: 5PM MONDAY PRIOR TO PUBLICATION

