

## PRINT SPECIFICATIONS

	ROP/VENDOR/FEATURE ADVERTISING	CLASSIFIED DISPLAY ADVERTISING	SUPPLEMENTS (UNCOATED HEATSET)	SUPPLEMENTS (GLOSSY HEATSET)
<b>Finished Page Size (Product dimensions)</b>	10.75" x 15.5"	10.75" x 15.5"	8.125" x 10.625"	8.125" x 10.625"
<b>Maximum Page Image Size (see bottom right)</b>	9.875" x 14" (5 col. x 196 agates)	10.4" x 14.2" (6 col. x 199 agates)	7.125" x 10"	7.125" x 10"
<b>Bleed Page Size (1/4" Bleed)</b>	N/A (The newspaper is an untrimmed product)	N/A (The newspaper is an untrimmed product)	8.625" x 11.125"	8.625" x 11.125"
<b>Double Page Spread</b>	20.5" x 14"	20.5" x 14"	15.25" x 10"	15.25" x 10"
<b>Double Page Bleed Spread (1/4" Bleed)</b>	N/A	N/A (The newspaper is an untrimmed product)	16.75" x 11.125"	16.75" x 11.125"
<b>Junior Page Size</b>	7.875" x 10"	N/A	N/A	N/A
<b>Double Junior Page Spread</b>	16.5" x 10"	N/A	N/A	N/A
<b>Advertisement Sizes</b>	1 col. = 1.85"	1 col. = 1.667"	1/8 page = 3.5"x2.25"	1/8 page = 3.5"x2.25"
	2 col. = 3.85"	2 col. = 3.417"	1/4 page = 3.5"x4.75"	1/4 page = 3.5"x4.75"
	3 col. = 5.85"	3 col. = 5.167"	1/2 page (vertical) = 3.5"x10"	1/2 page (vertical) = 3.5"x10"
	4 col. = 7.875"	4 col. = 6.917"	1/2 page (horizontal) = 7.125"x4.75"	1/2 page (horizontal) = 7.125"x4.75"
	5 col. = 9.875"	5 col. = 8.667"		
		6 col. = 10.375"		
<b>Spot Colour</b>	Made from process colours	Made from process colours	Made from process colours	Made from process colours
<b>4 Colour (CMYK)</b>	Available	Available	Available	Available
<b>Ink Limit</b>	240%	240%	300%	285%
<b>Dot Gain</b>	26%	26%	20%	27%
<b>Line Screen</b>	138 lpi	138 lpi	200 lpi	200 lpi
<b>Image resolution (contone)</b>	230 ppi - 300 ppi	230 ppi - 300 ppi	300 ppi	300 ppi
<b>Image resolution (line art, minimum)</b>	600 ppi	600 ppi	600 ppi	600 ppi
<b>Image resolution (line art, maximum)</b>	2400 ppi	2400 ppi	2400 ppi	2400 ppi

### THE WESTERN PRODUCER

Box 2500  
2310 Millar Avenue  
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S7K 2C4  
Ph (306) 665-3500  
Fax (306) 653-8750  
Toll Free 1-800-667-7776

### EASY UPLOAD

Send us files through our web interface, maximum size 500 megabytes.  
Go to: [www.producer.com/ezupload/](http://www.producer.com/ezupload/)

### Other Information

The use of GCR (grey component replacement) or UCR (undercolour removal) is recommended. GCR is preferred. Dimensions listed above are horizontal x vertical. PPI (pixels per inch) refers to the resolution of an image AT ITS PRINTED SIZE. An image pulled off the web is typically at 72 ppi and will only reproduce well when scaled to 36% of size for newsprint, and 25% of size for supplements. We recommend separating images to CMYK using the ICC Profile ISOnewspaper26v4 which can be found here: [www.nada.no/english/supportE/colormanagement.php](http://www.nada.no/english/supportE/colormanagement.php)

### Sending Files

**Media:** CD, DVD, thumb drive, USB or Flash drive.  
**Web Upload:** Material may be sent to us using the upload manager at [www.producer.com/ezupload/](http://www.producer.com/ezupload/) (please note the trailing backslash) To ensure success the files should be stuffed or zipped (and have the appropriate .sit or .zip suffixes). Maximum file size is 500 megabytes per upload.

### Preferred Format: PDF/X-1a

**Accepted Formats:** Press-ready PDF, EPS, TIFF, PSD, some native file formats (see below).

**Colour Space:** CMYK, Grayscale, Black & White.

### Supported Software

**Adobe InDesign:** Versions greater than CS6 will need to be exported as IDML, Indesign Markup Language files.

We can not accept 1.0, 1.5. versions.

**Photoshop:** all versions.

**Illustrator:** Versions greater than CS6 will have to be legacy saved down to version 6.

**MultiAd Creator:** v6.x, v7.x, v8.x.

**QuarkXpress:** v3.x, 4.x, 6.x, 7.x, 8.x.

**Fonts:** Type 1 Postscript, Embeddable TrueType, and OpenType are accepted. MultipleMaster and Type 3 fonts NOT accepted.

We will substitute OpenType fonts for TrueType fonts that cannot be embedded in a PDF.

### Maximum Image Page Size 9.875" x 14"

The Western Producer is a non-trimmed newspaper. The Finished page size is the dimensions of the newspaper. As it is not a trimmed product, the maximum advertising space must be inset onto the page, giving a final dimension for ad materials as Maximum Page Image Size.

**Finished Page Size**  
**10.75" x 15.5"**