

PRINT SPECIFICATIONS

	ROP/VENDOR/FEATURE ADVERTISING	CLASSIFIED DISPLAY ADVERTISING	SUPPLEMENTS (UNCOATED HEATSET)	SUPPLEMENTS (GLOSSY HEATSET)
Finished Page Size (Product dimensions)	10.75" x 15.5"	10.75" x 15.5"	8.125" x 10.625"	8.125" x 10.625"
Maximum Page Image Size (see bottom right)	9.875" x 14" (5 col. x 196 agates)	10.4" x 14.2" (6 col. x 199 agates)	7" x 10"	7" x 10"
Bleed Page Size (1/4" Bleed)	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"
Double Page Spread	20.5" x 14"	20.5" x 14"	15" x 10"	15" x 10"
Double Page Bleed Spread (1/4" Bleed)	N/A	N/A (The newspaper is an untrimmed product)	16.75" x 11.125"	16.75" x 11.125"
Junior Page Size	7.875" x 10"	N/A	N/A	N/A
Double Junior Page Spread	16.5" x 10"	N/A	N/A	N/A
Advertisement Sizes	1 col. = 1.85"	1 col. = 1.667"	1/8 page = 3.375" x 2.25"	1/8 page = 3.375" x 2.25"
	2 col. = 3.85"	2 col. = 3.417"	1/4 page = 3.375" x 4.75"	1/4 page = 3.375" x 4.75"
	3 col. = 5.85"	3 col. = 5.167"	1/2 page (vertical) = 3.375" x 10"	1/2 page (vertical) = 3.375" x 10"
	4 col. = 7.875"	4 col. = 6.917"	1/2 page (horizontal) = 7" x 4.75"	1/2 page (horizontal) = 7" x 4.75"
	5 col. = 9.875"	5 col. = 8.667"		
		6 col. = 10.375"		
Spot Colour	Made from process colours	Made from process colours	Made from process colours	Made from process colours
4 Colour (CMYK)	Available	Available	Available	Available
Ink Limit	240%	240%	300%	285%
Dot Gain	26%	26%	20%	27%
Line Screen	138 lpi	138 lpi	200 lpi	200 lpi
Image resolution (contone)	230 ppi - 300 ppi	230 ppi - 300 ppi	300 ppi	300 ppi
Image resolution (line art, minimum)	600 ppi	600 ppi	600 ppi	600 ppi
Image resolution (line art, maximum)	2400 ppi	2400 ppi	2400 ppi	2400 ppi

THE WESTERN PRODUCER

1000-3530 Millar Avenue
Saskatoon SK
S7P 0B6
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/

Sending Files

Email: creative@producer.com for files up to 10MB. ZIP files are preferred.
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/ (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: all versions
Photoshop: all versions.
Illustrator: all versions.
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.

Other information:

The use of GCR (grey component replacement) or UCR (undercolour removal) is recommended. GCR is preferred.
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/colormangement.php

Newsprint Total ink density: 240%

If total ink density is over 240%, The Western Producer my profile the ad without notification.

Why do I have to supply material with an ink density under 240%?

Our newsprint can only absorb so much ink before contributing to reproduction issues such as show-through, negative set-off etc. If material is supplied over 240% ink density, we will profile it in house **without notification.**

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"