



## THE CANADIAN JEWISH NEWS AD SPECS FOR NEWSPRINT

***Please use the following guidelines for creating ads that reproduce well on newsprint***

**CJN requires a high resolution, CMYK, flattened PDF for printing.**

### Image area:

Full Page - 10 1/4" wide x 12" high

Centre spread - 21 3/4" wide x 12" high

NO BLEED.

All colour **MUST** be made out of CMYK (Cyan, Magenta, Yellow, Black).

No Pantone, PMS, Spot or RGB colour is acceptable. Remove all Profiles such as ICC.

Unless you are sending a full page, please border your ad. CJN reserves the right to place a hairline border on ads submitted without a border.

**PDF files should be made using PDF/X-1a:2001 setting**

**which is available in desktop publishing programs.**

**This setting will adjust all elements of your file to CMYK, will flatten all transparencies and ensures that your file is press-ready.**

**If you do not have this setting, please provide a flattened PDF file with all fonts embedded and no layers or transparencies.**

Your original file must be created in a desktop publishing program.

The following are acceptable programs to create your file:

- InDESIGN • ADOBE ILLUSTRATOR • QUARKXPRESS • ADOBE PHOTOSHOP (preferably not for type)

### INK GAIN:

Due to the high absorption of newsprint, your ad can have up to a 20% dot gain, please compensate for that.

### RESOLUTION:

Image resolution should be 300 dpi (dots per inch) in the final print size. Line art resolution should be vector.

### TYPE:

**Dropout or reverse type (white type on colour background):**

- Type size should be at least 12 pt and bold
- San serif fonts work best
- The fewer colours in the background, the better the registration results.
- Black backgrounds should be made out of Black only (100%K).

If you require a richer black add 30% Cyan only. Never make a black background out of more than two colours.

### Colour Type:

- Type under 10 point should consist no more than two of the CMYK colours
- Bold san-serif fonts work best at a minimum point size of 14
- Black type must be made out of 100%K (Black) only.

**WORD, POWERPOINT, EXCEL, WORDPAD, WORDPERFECT, PUBLISHER FILES  
CANNOT BE USED**

**PDF's CREATED FROM THESE PROGRAMS CANNOT BE GUARANTEED**

## **UPLOAD YOUR FILE BY DEADLINE:**

### **BEFORE SUBMITTING YOUR FILE, CHECK THE FOLLOWING:**

- Your document is the exact dimension of the ad you ordered
- Your PDF was made using the PDF/X-1a:2001 setting.
- If not using the PDF/X-1a:2001 setting, provide a flattened, high resolution, CMYK PDF, all fonts embedded or outlined.
- For Colour, every element in the ad must be made of CMYK (no Pantone or RGB)
- Reverse type - sans-serif bold font, minimum 12 pt. Fewer colours for background, result in better registration.
- Remove all profiles such as ICC profiles as they will alter the outcome of our preflight check.
- All black backgrounds, type, line art, and logos are made out of 100% K
- Other than a full page, your ad has a border.
- Check phone numbers, address, correct date and any other pertinent information.
- The ad has been proofread for typographical and grammatical errors

### **WE ARE A MACINTOSH BASED PRODUCTION SHOP**

#### **EMAIL:**

Files under 7 megabytes, please email to: **adscjn@gmail.com**

#### **FTP TRANSMISSIONS:**

File over 7 megabytes, must be uploaded to our ftp site.

**URL/HOST: ftp.cjnews.com**

**USER ID: cjnews@cjnews.com**

**PASSWORD: cjnews**

**FILES SHOULD BE NAMED WITH THE ADVERTISER NAME AND ISSUE DATE**