



# magazine production

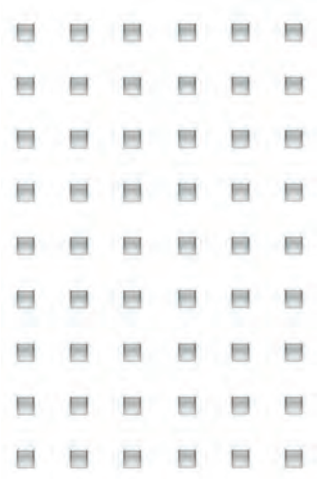
MAGAZINE PRODUCTION  
SPECIFICATIONS BOOKLET

**THE GLOBE AND MAIL** 

**ESSENTIAL** FOR ADVERTISERS

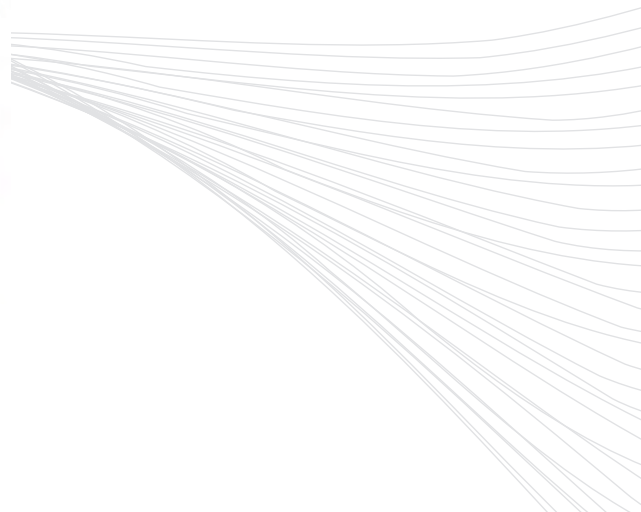
SPECIFICATIONS FOR:

# REPORT ON BUSINESS MAGAZINE, GLOBE INVESTOR, IN CONFERENCE, RO[S]B, CANADIAN UNIVERSITY REPORT



## ▶ SAMPLE AD SIZES

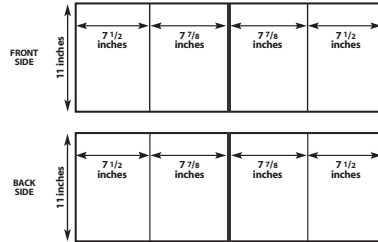
<p>FULL PAGE</p>	<p>INSIDE BACK COVER</p>	<p>OUTSIDE BACK COVER</p>	<p>1/2 PAGE HORIZONTAL</p>	<p>2/3 PAGE</p>	<p>1/3 VERTICAL</p>
<p>LIVE 7 1/4"W X 10"D TRIM 8 1/8"W X 10 3/4"D BLEED 8 3/8"W X 11"D</p>	<p>LIVE 7 1/4"W X 10"D TRIM 8 1/8"W X 10 3/4"D BLEED 8 3/8"W X 11"D</p>	<p>LIVE 7 1/4"W X 10"D TRIM 8 1/8"W X 10 3/4"D BLEED 8 3/8"W X 11"D</p>	<p>LIVE 7 1/4"W X 4 15/16"D TRIM 8 1/8"W X 5 3/8"D BLEED 8 3/8"W X 5 5/8"D</p>	<p>LIVE 4 5/8"W X 10"D TRIM 4 7/8"W X 10 3/4"D BLEED 5 1/8"W X 11"D</p>	<p>LIVE 2 1/4"W X 10"D TRIM 2 1/2"W X 10 3/4"D BLEED 3"W X 11 1/4"D</p>
<p>1/3 SQUARE</p>	<p>8 5/8" W BLEED    8 7/8" W BLEED</p> <p>1/2 PAGE HORIZONTAL DOUBLE PAGE SPREAD</p>		<p>8 5/8" W BLEED    8 7/8" W BLEED</p> <p>DOUBLE PAGE SPREAD *MUST BUILD AS 2 SEPARATE PAGES</p>		<p>8 5/8" W BLEED    8 7/8" W BLEED</p> <p>DOUBLE PAGE SPREAD *IFC (INSIDE FRONT COVER) *MUST BUILD AS 2 SEPARATE PAGES</p>
<p>LIVE 4 5/8"W X 4 15/16"D TRIM 4 7/8"W X 5 3/8"D BLEED 5 3/8"W X 5 7/8"D</p>	<p>LIVE 15 1/2"W X 4 15/16"D TRIM 16 1/4"W X 5 3/8"D BLEED 17 1/2"W X 5 7/8"D</p>		<p>LIVE 15 1/2"W X 10"D TRIM 16 1/4"W X 10 3/4"D BLEED 17 1/2"W X 11 1/4"D</p>		<p>LIVE 15 1/2"W X 10"D TRIM 16 1/4"W X 10 3/4"D BLEED 17 1/2"W X 11 1/4"D</p>



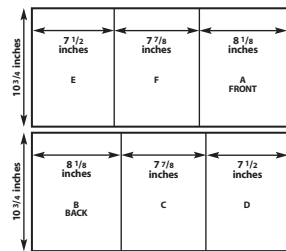


## ➤ Special Initiative Formats

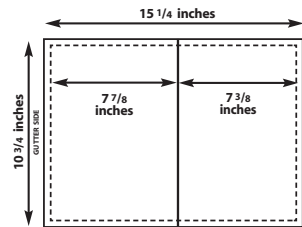
### 8 PAGE INSIDE GATEFOLD



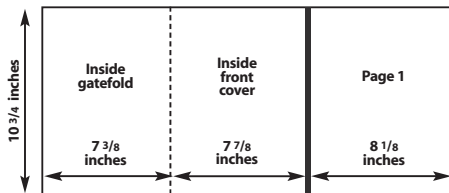
### 6 PAGE INSIDE GATEFOLD



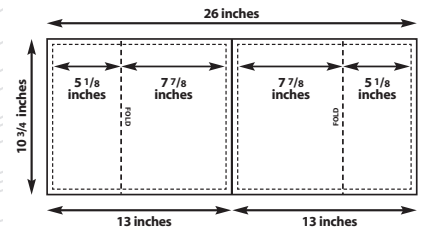
### 4 PAGE GATEFOLD



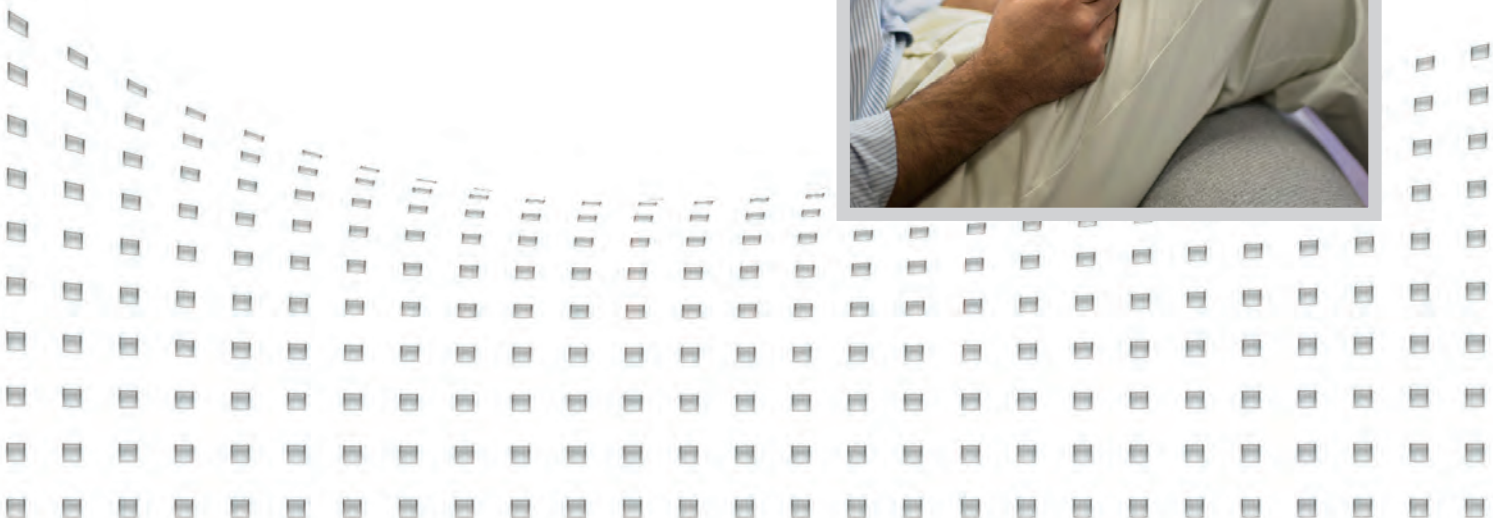
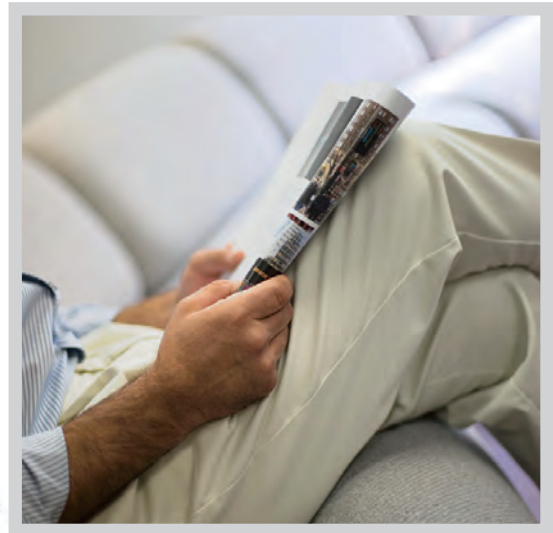
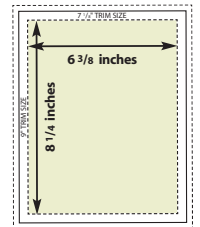
### IFC DPS WITH GATEFOLD



### 2/3 PAGE GATEFOLD



### POWER BOOKLET

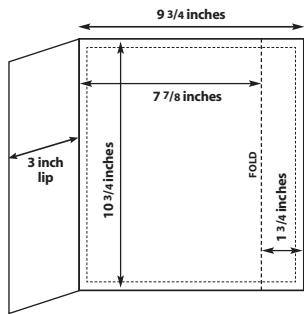




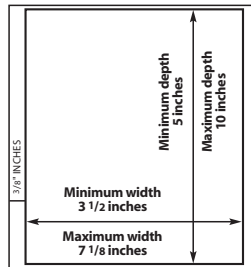
# MAGAZINE INSERT SPECIFICATIONS

## Insert Formats

SCENT STRIP

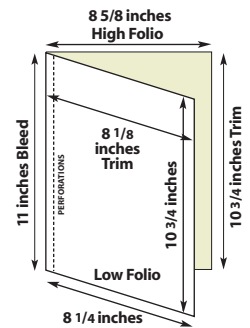


TIP-IN INSERT

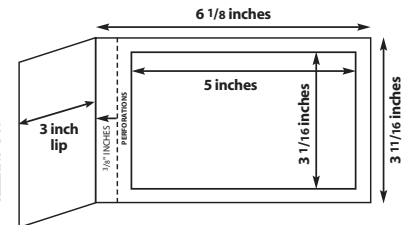


MULTI-PAGE BIND-IN INSERT

**HIGH FOLIO**  
(Front to Centre):  
1/8" bleed +  
3/8" lip  
**LOW FOLIO**  
(Front to Centre):  
1/8" bleed



BUSINESS REPLY CARD



**HIGH FOLIO:** Front half of book  
**LOW FOLIO:** Back half of book

## PACKAGING AND RECEIVING CRITERIA FOR INSERTS SUPPLIED BY THE CLIENT

- █ Inserts can be supplied either directly by the client or by the client's supplier
- █ Inserts must be delivered in good quality, uniform boxes, weighing a maximum of 35lbs, in a manner that keeps them from moving around
- █ Boxes must be delivered on good quality standard size skids
- █ 25 samples of each insert must be supplied to Report on Business

Magazine to: Isabelle Dandasan, 444 Front St. W. Toronto ON M5V 2S9

## THE FOLLOWING INFORMATION MUST APPEAR ON THE DELIVERY SLIP

- █ Client's name
- █ Item or description of the content
- █ Name of the magazine to be inserted into
- █ Issue date
- █ Quantity per box and total quantity

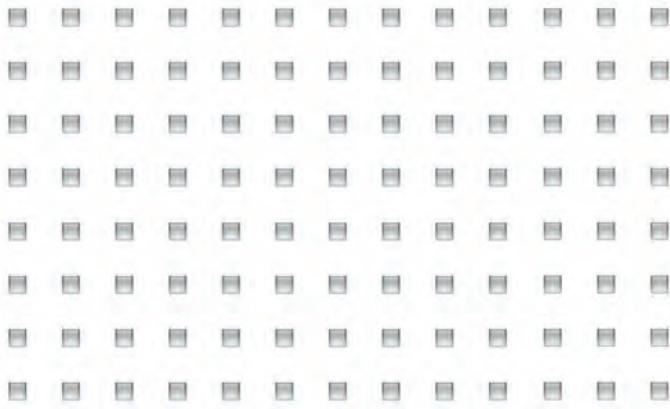
THE INFORMATION ABOVE MUST ALSO APPEAR ON EACH BOX

## SHIPPING ADDRESS

Transcontinental Printing, Imprimerie Interweb Inc.

1603 Montarville Blvd., Shipping and Receiving, Door #10, Boucherville, Quebec J4B 5Y2, Tel: (450) 655-2801 Fax: (450) 655-0765,

Monday to Friday from 8:00 am to 5:00 pm, Except on Holidays



## GENERAL REQUIREMENTS FOR ADVERTISING MATERIAL

### GENERAL

- DPS ads must be set up as two single pages
- \*Double page spreads: Any headline text crossing the gutter must stay clear of the fold by 1/4" on both pages (total 1/2" between words or characters)
- Material must be provided on a disk (CD or DVD) with a colour proof sent to The Globe and Mail at the address below (electronically sent material not acceptable)
- **Laser proofs and colour keys are not acceptable proofs**

### GENERAL REQUIREMENTS FOR MACINTOSH

- QuarkXpress 7.0 and InDesign CS3 Files
- All high-resolution files in CMYK (minimum 300 dpi)
- All TIFFS and EPS files must be placed in your document
- Adobe Illustrator files must be saved with a preview and all placed art or images must be included
- All screen and printer fonts used in the document (plus all EPS files) must be supplied
- All colours must be defined as CMYK with separation turned on in the edit colours dialog box
- Ads with drop shadows should be layered in offset text boxes
- Crop marks should be offset
- Include a printout of the directory list of all files, fonts, EPS files, etc.



### GENERAL REQUIREMENTS FOR PDF FILES

- Optimized PDF\_x1a with thumbnail preview
- Output resolution set to 2400 dpi
- No compression or resampling
- Embed all fonts
- Crop marks should be offset
- All embedded art or images should be high resolution in CMYK (minimum 300 dpi)
- No colour conversion and all colours should be defined as CMYK

### MECHANICAL SPECIFICATIONS

- Web offset printing
- 150 Line Screen
- Saddle Stitched

### POSITIONING

- 15% on earned space rates
- Covers are non-cancelable

### FOR MORE INFORMATION:

If you require any further information please contact your Globe and Mail advertising representative or Liz Massicotte at 416.585.5484 or by email at [lmassicotte@globeandmail.com](mailto:lmassicotte@globeandmail.com) or visit [globelink.ca](http://globelink.ca).

Please send all display advertising to:  
ROB Magazine Production/Advertising  
The Globe and Mail  
444 Front Street West  
Toronto, ON M5V 2S9