

2018 PRINT SPECS

MEDICINE ON THE MOVE

DOCTOR'S REVIEW

Advertising specifications

Halftone requirements: 150 screen

Two final size high-resolution colour proofs must be provided for press match. Publisher is not responsible for reproduction of colour advertisements unless valid colour proofs are supplied.

Bleed fractional ads: type must be minimum 3/8" from trim.

Mechanical requirements: width x height

Full page live area: 7" x 10"

DPS live area: 15" x 10"

Full page trim size: 7 7/8" x 10 3/4"

DPS trim size: 15 3/4" x 10 3/4"

Full page bleed size: 8 1/8" x 11"

DPS bleed size: 16" x 11"

Technical specifications for digital ads

- Adhere to ISO standard file formats endorsed by Magazines Canada (www.magazinescanada.ca).
- Only PDF-X1a or PDF-X3 or collected/packaged QuarkXPress 4.11 and upward, InDesign CS2 and upward file formats, including all postscript fonts, are accepted.
- When generating PDF-X files, Open Prepress Interface (OPI) must not be selected in the Output tab of Export Layout as PDF, nor in the Advanced tab in InDesign.
- **All colours must be edited in CMYK, unless a 5th (or more) PMS colour has been contracted.**
- Document sizes should be set to the final trim size of the magazine page with a minimum of 1/8" for bleeding elements for full-page submissions.
- Crop marks must be set to 12 pts away from trim.
- Multiple crop marks on ads must clearly indicate trim sizes.
- In the case of a PMS colour, DCS 2.0 separations must be used. All other attached files (e.g. Photoshop, Illustrator, Freehand EPS, TIFF) must be saved in CMYK.
- Photoshop files must be sized correctly, scaled at 100% size and saved as EPS or TIFF with all colours saved accordingly.
- Illustrator files must be saved as EPS and all type converted to outline.
- For all native application files, trapping must be set to default.
- Material is to be supplied on CD or DVD.
- All material must be supplied with final dye-sublimation colour proofs or "Matchprint" which correspond to the actual document size.

Units

	No bleed (width x height)	Bleed (width x height)
2/3 vertical	4 1/2 x 10	5 x 11
1/2 vertical	3 1/2 x 10	4 x 11
1/2 horizontal	7 x 4 7/8	8 1/8 x 5 1/4
1/3 vertical	2 1/4 x 10	2 11/16 x 11
1/3 horizontal	7 x 3 1/4	8 1/8 x 3 3/4
1/4 square	3 1/2 x 5	4 x 5 1/2
1/6 square	3 1/2 x 3 1/4	4 x 3 3/4

Printing Type: web offset

Web advertising available upon request.

Inserts Call for specs and requirements.

Send material to

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