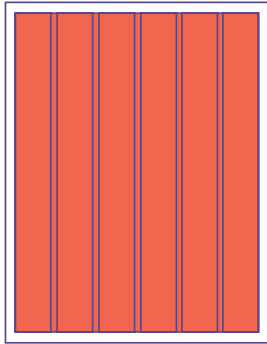


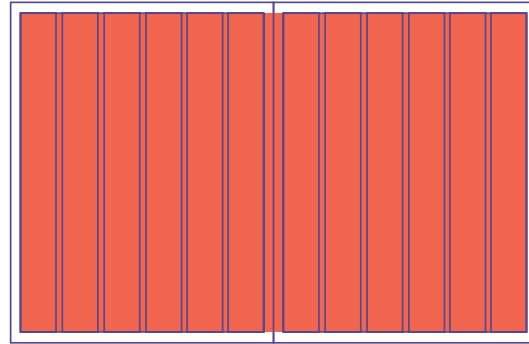
Formats



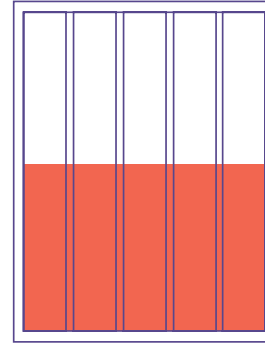
FULL PAGE
10 PO x 11,43 IN



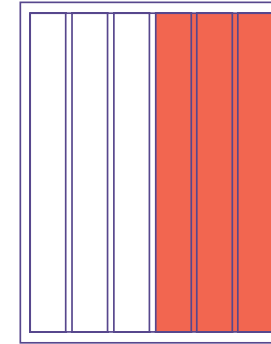
**CENTER SPREAD,
INCLUDING THE GUTTER** 20,75 PO x 11,43 IN



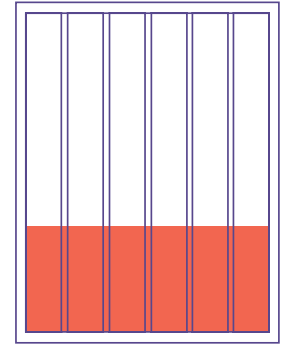
1/2 HORIZONTAL
10 PO x 5,67 IN



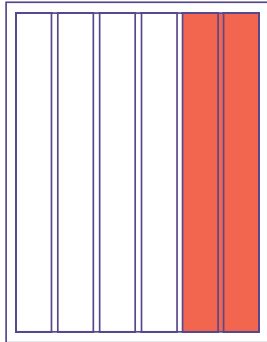
1/2 VERTICAL
4,937 PO x 11,43 IN



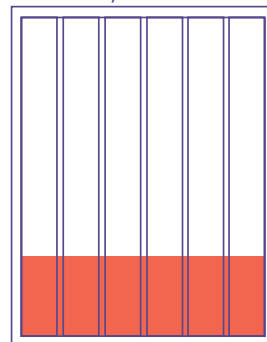
1/3 HORIZONTAL
10 PO x 4 IN



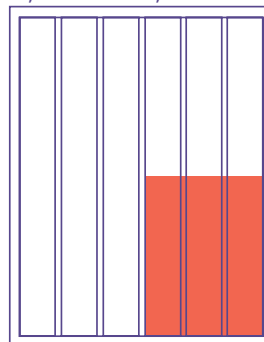
1/3 VERTICAL
3,25 PO x 11,43 IN



1/4 HORIZONTAL
10 PO x 2,9 IN



1/4 VERTICAL
4,937 PO x 5,67 IN



24 HOURS IS PRINTED EVERY THURSDAY

DEADLINE :

BOOKING: TUESDAY 12h PM

MATERIAL : WEDNESDAY 3h PM

Technical standards

/ Ad productions



FORMAT

Please provide your document in the exact dimensions used to reserve advertising space. Ads provided in the wrong size may be cropped or allowed to float within the reserved space.

PRODUCTION

Computer-to-plate (CTP) offset printing (coldset)

Screen: 120 lpi

Recommended image resolution: 300 dpi

Monochrome images: 1200 dpi

Dot gain middle tone: 26%

Custom option: SWOP (newsprint): 26%; high GCR

Black saturation: 95%

Total area coverage (TAC): 260%

Under colour addition (UCA): 5%

SOFTWARE

We use Macintosh hardware and OSX software.

Adobe InDesign CS 5.5 (PostScript fonts only).

Adobe Illustrator CS 5.5 Convert body copy to Outline mode or provide fonts used (Macintosh screen and printer fonts).

Adobe Photoshop CS 5.5 (for photos only).

If you use programs other than the aforementioned, please contact our production coordinator to ensure compatibility.

TECHNICAL INFORMATION

Colour

All colour work must follow CMYK protocols for colour separation.

Fonts

Please use PostScript Type 1 fonts only. You may substitute TrueType™ and MM fonts at your own risk. Include all fonts in your document.

Trapping

The recommended allowance for trapping is 1% of the size of your copy. For a 24-point font, for example, allow 0.24 point for trapping. For fonts smaller than 14 points, the copy must be in overprint or knockout. In colour ads, all outline or shadow-style characters created in QuarkXPress must be in knockout.

Final file format

PDF, We recommend **PDF/X1-A : 2001**

EPS (PostScript, level 3) fonts and images included.

Le journal 24 Heures cannot be held responsible for print results of colour ads supplied without trapping allowances. We reserve the right to enclose the ad space within a border at least 1-point wide.

SENDING FILES

To send files electronically, please go to our web site at:

<https://portail.quebecormedia.com>

DEADLINE

EDITION	Reserve by	Material
THURSDAY	Monday, 4 PM	Wednesday, 3 PM

Ads that have been cancelled due to a delay or missed deadline may be charged to the client. Technical production and printing requirements are subject to change without notice.

This information will familiarize you with the computer equipment and technical specifications that apply to your ads.

To find out more, feel free to call us at:
(514) 521-4545, #5824 or #5831