

# Formats

/ regular edition



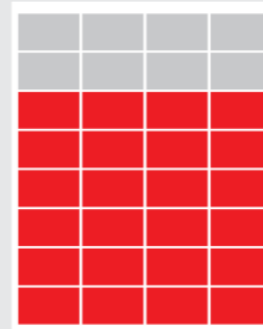
## DOUBLE PAGE

W 21" X H 12.57"  
W 53.34 X H 31.92 cm



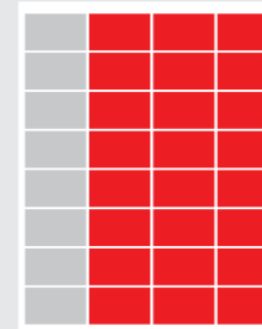
## FULL PAGE

W 10.25" X H 12.57"  
W 26.03 X H 31.92 cm



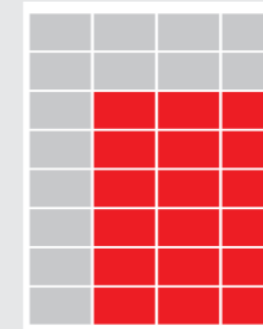
## 3/4 OF A PAGE, HORIZONTAL

W 10.25" X H 9.43"  
W 26.03 X H 23.95 cm



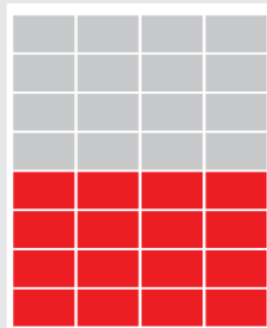
## 3/4 OF A PAGE, VERTICAL

W 7.62" X H 12.57"  
W 19.35 X H 31.92 cm



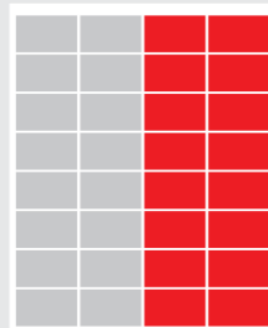
## JUNIOR PAGE

W 7.62" X H 9.43"  
W 19.35 X H 23.95 cm



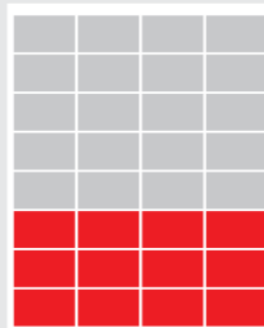
## HALF-PAGE, HORIZONTAL

W 10.25" X H 6.29"  
W 26.03 X H 15.97 cm



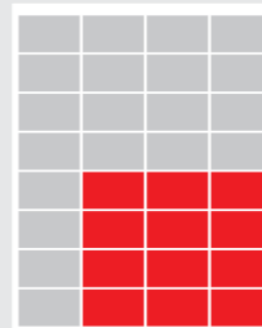
## HALF-PAGE, VERTICAL

W 5.04" X H 12.57"  
W 12.80 X H 31.92 cm



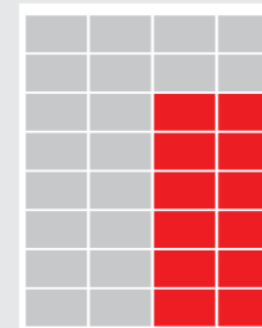
## 1/3 OF A PAGE, HORIZONTAL

W 10.25" X H 4.71"  
W 26.03 X H 11.97 cm



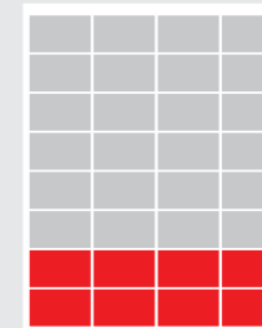
## 1/3 OF A PAGE

W 7.62" X H 6.29"  
W 19.35 X H 15.97 cm



## 1/3 OF A PAGE, VERTICAL

W 5.04" X H 9.43"  
W 12.80 X H 23.95 cm

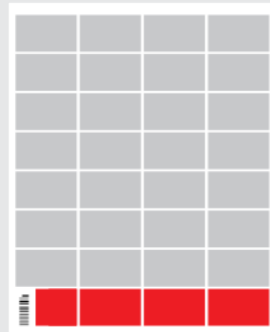


## QUARTER-PAGE, HORIZONTAL

W 10.25" X H 3.14"  
W 26.03 X H 7.97 cm

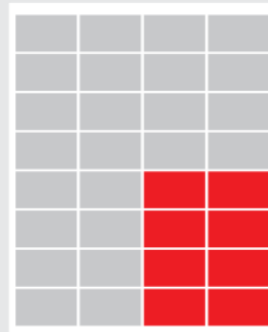
# Formats (following)

/ regular edition



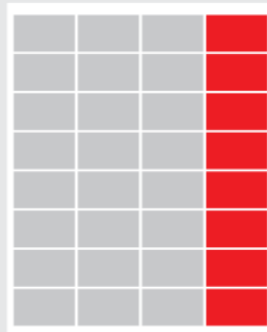
**FRONT-PAGE BANNER**

W 9.69" X H 1.57"  
W 24.61 X H 3.99 cm



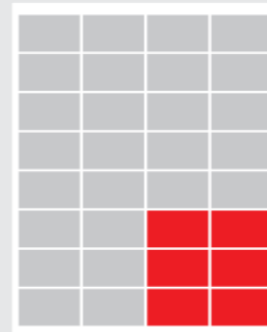
**QUARTER-PAGE**

W 5.04" X H 6.29"  
W 12.80 X H 15.97 cm



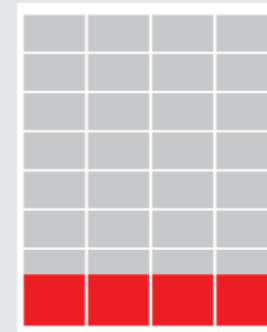
**QUARTER-PAGE, VERTICAL**

W 2.46" X H 12.57"  
W 6.24 X H 31.92 cm



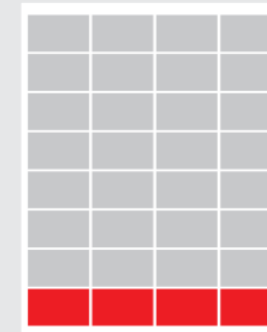
**1/6 OF A PAGE**

W 5.04" X H 4.71"  
W 12.80 X H 11.97 cm



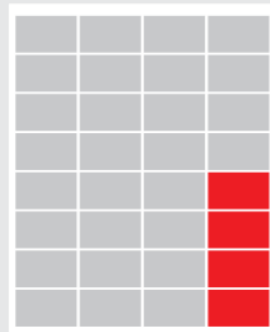
**LARGE BANNER**

W 10.25" X H 2.14"  
W 26.03 X H 5.44 cm



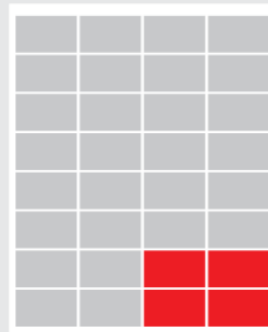
**1/8 OF A PAGE (SMALL BANNER)**

W 10.25" X H 1.57"  
W 26.03 X H 3.99 cm



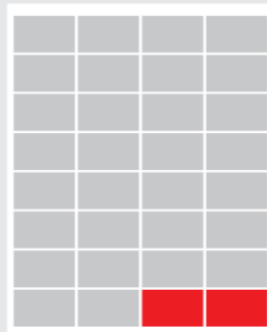
**1/8 OF A PAGE, VERTICAL**

W 2.46" X H 6.29"  
W 6.24 X H 15.97 cm



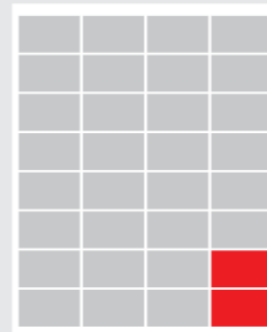
**1/8 OF A PAGE**

W 5.04" X H 3.14"  
W 12.80 X H 7.97 cm



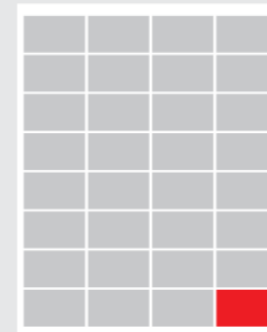
**BUSINESS CARD, HORIZONTAL**

W 5.04" X H 1.57"  
W 12.80 X H 3.99 cm



**BUSINESS CARD, VERTICAL**

W 2.46" X H 3.14"  
W 6.24 X H 7.97 cm



**MODULE**

W 2.46" X H 1.57"  
W 6.24 X H 3.99 cm

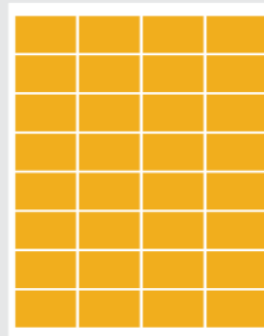
# Formats

/ Weekend, Casa, Zeste and many special supplements



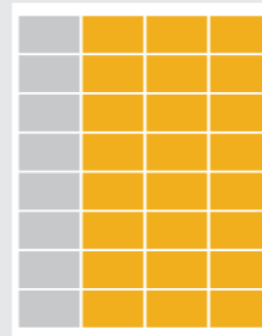
## DOUBLE PAGE

W 20.5" X H 11.43"  
W 52.07 X H 29.03 cm



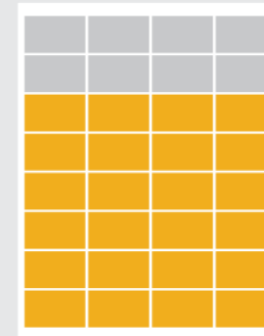
## FULL PAGE

W 10" X H 11.43"  
W 25.40 X H 29.03 cm



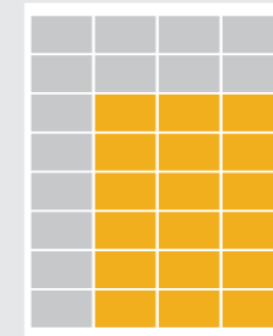
## 3/4 PAGE, VERTICAL

W 7.5" X H 11.43"  
W 19.05 X H 29.03 cm



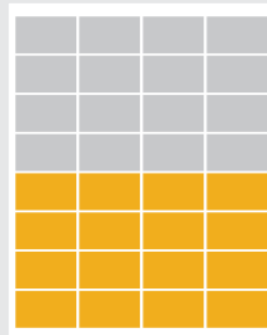
## 3/4 PAGE, HORIZONTAL

W 10" X H 8.57"  
W 25.40 X H 21.76 cm



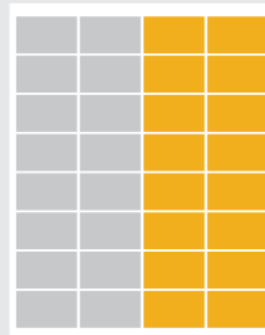
## JUNIOR PAGE

W 7.5" X H 8.57"  
W 19.05 X H 21.76 cm



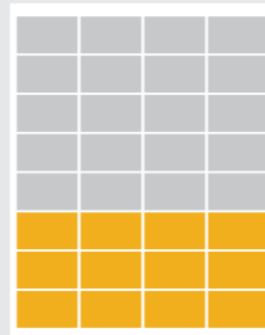
## HALF-PAGE, HORIZONTAL

W 10" X H 5.71"  
W 25.40 X H 14.50 cm



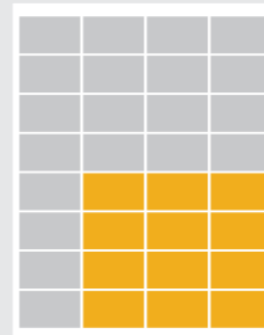
## HALF-PAGE, VERTICAL

W 4.97" X H 11.43"  
W 12.62 X H 29.03 cm



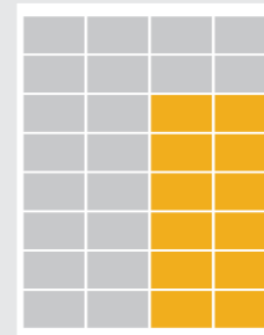
## 1/3 OF A PAGE, HORIZONTAL

W 10" X H 4.29"  
W 25.40 X H 10.89 cm



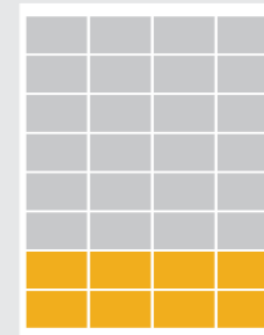
## 1/3 OF A PAGE

W 7.5" X H 5.71"  
W 19.05 X H 14.50 cm



## 1/3 OF A PAGE, VERTICAL

W 4.97" X H 8.57"  
W 12.62 X H 21.76 cm

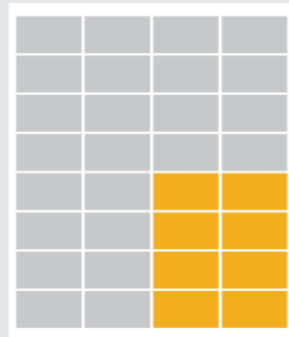


## QUARTER-PAGE, HORIZONTAL

W 10" X H 2.86"  
W 25.40 X H 7.26 cm

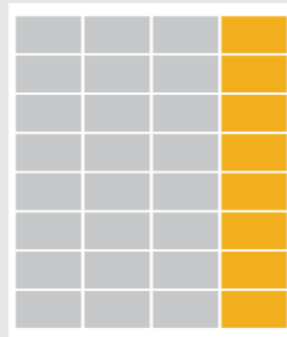
# Formats (following)

/ Weekend, Casa, Zeste and many special supplements



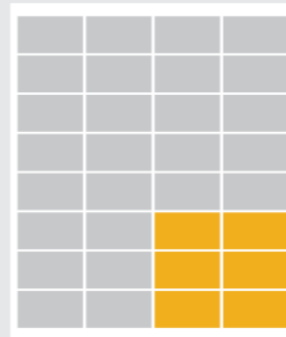
**QUARTER-PAGE**

W 4.97" X H 5.71"  
W 12.62 X H 14.50 cm



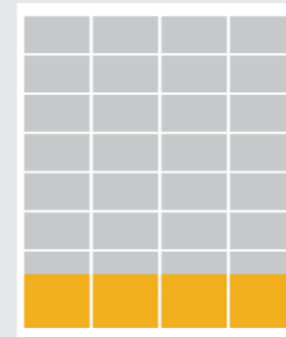
**QUARTER-PAGE, VERTICAL**

W 2.43" X H 11.43"  
W 6.17 X H 29.03 cm



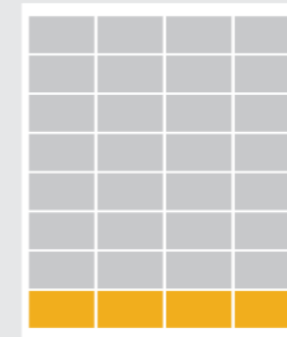
**1/6 OF A PAGE**

W 4.97" X H 4.29"  
W 12.62 X H 10.89 cm



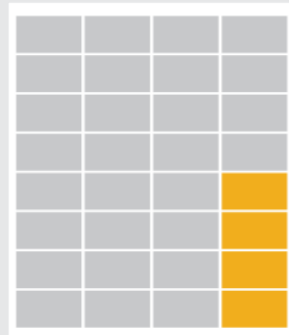
**LARGE BANNER**

W 10" X H 2.14"  
W 25.40 X H 5.44 cm



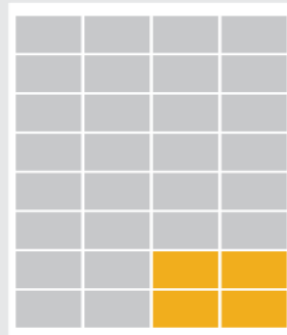
**1/8 OF A PAGE (SMALL BANNER)**

W 10" X H 1.43"  
W 25.40 X H 3.63 cm



**1/8 OF A PAGE, VERTICAL**

W 2.43" X H 5.71"  
W 6.17 X H 14.50 cm



**1/8 OF A PAGE**

W 4.97" X H 2.86"  
W 12.62 X H 7.26 cm

# Special executions

**OPTION 13**  
« L » SHAPE



2 cols X 176 lines  
+ 8 cols X 44 lines  
2,46" X 12,57"  
+ 10,25" X 3,14"

**OPTION 14**  
INVERTED « L » SHAPE



2 cols X 176 lines  
+ 8 cols X 44 lines  
2,46" X 12,57"  
+ 10,25" X 3,14"

**OPTION 15**  
DOUBLE BANNER



8 cols X 44 lines  
10,25" X 3,14"  
*Repeat x 2*

**OPTION 16**  
ISLAND



4 cols X 70 lines  
5" X 5"

**OPTION 17**  
FLAG SHAPE



8 cols X 44 lines  
+ 2 cols X 176 lines  
10,25" X 3,14"  
+ 2,46" X 12,57"

**OPTION 18**  
STAIRS SHAPE



8 cols X 44 lines  
+ 4,1 cols X 44 lines  
+ 2 cols X 176 lines  
10,25" X 3,14"  
+ 5,17" X 3,14"  
+ 2,46" X 12,57"

**OPTION 19**  
TOP BANNER



8 cols X 66 lines  
10,25" X 4,71"

**OPTION 20**  
CONTOUR SHAPE



8 cols X 44 lines  
10,25" X 3,14"  
*Repeat x 2*  
2 cols X 176 lines  
2,46" X 12,57"  
*Repeat x 2*

**OPTION 21**  
MIDDLE PAGE BANNER



8 cols X 66 lines  
10,25" X 4,71"

**OPTION 22**  
TILES SHAPE









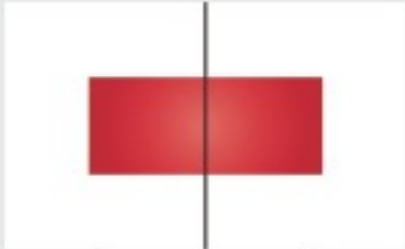


3 cols X 44 lines  
3,75" X 3,14"  
*Repeat x 4*

**OPTION 23**  
HORSE SHOE SHAPE



2 cols X 176 lines  
+ 8 cols X 44 lines  
+ 2 cols X 176 lines  
2,46" X 12,57"  
+ 10,25" X 3,14"  
+ 2,46" X 12,57"

# Special executions (following)

<b>OPTION 24</b> <b>CROSS SHAPE</b>	<b>OPTION 25</b> <b>DOUBLE TOP</b>	<b>OPTION 26</b> <b>INVERTED « T » SHAPE</b>	<b>OPTION 27</b> <b>DOUBLE GARAGE DOOR</b>	<b>OPTION 28</b> <b>DOUBLE MIDDLE PAGE</b>
				
16,5 cols X 66 lines + 4,5 cols X 176 lines 21" X 4,71" 5,5" X 12,57"	16,5 cols X 66 lines 21" X 4,71"	16,5 cols X 44 lines + 4,5 cols X 176 lines 21" X 3,14" + 5,5" X 12,57"	12,5 cols X 88 lines 15,83" X 6,29"	16,5 cols X 66 lines 21" X 4,71"
<b>OPTION 29</b> <b>« T » SHAPE</b>	<b>OPTION 30</b> <b>CENTRAL ISLAND</b>	<b>OPTION 32</b> <b>SNAKE SHAPE</b>	<b>OPTION 32</b> <b>CAKE SHAPE</b>	
				
16,5 cols X 44 lines + 4,5 cols X 176 lines 21" X 3,14" + 5,5" X 12,57"	8,5 cols X 70 lines 10,66" X 5"	6 cols X 66 lines + 4,6 cols X 176 lines + 6 cols X 66 lines 7,625" X 4,71" + 5,75" X 12,57" + 7,625" X 4,71"	4,5 cols X 44 lines + 8,5 cols X 44 lines + 12,5 cols X 44 lines 5,5" X 3,14" + 10,66" X 3,14" + 15,83" X 3,14"	

# 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 de Montréal 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>**

### DEADLINES

EDITION	Reserve by	Material
MONDAY	Thursday, 4 PM	Friday, 3 PM
TUESDAY	Friday, 4 PM	Monday, 3 PM
WEDNESDAY	Friday, 4 PM	Tuesday, 3 PM
THURSDAY	Monday, 4 PM	Wednesday, 3 PM
FRIDAY	Tuesday, 4 PM	Thursday, 3 PM
SATURDAY	Wednesday, 4 PM	Friday, 3 PM
SUNDAY	Thursday, 4 PM	Friday, 3 PM
<b>WEEKEND</b>	SATURDAY Wednesday, noon	Wednesday, 3 PM
<b>CASA</b>	SATURDAY Wednesday, noon	Thursday, 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**