

Formats

/ regular edition



DOUBLE PAGE

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



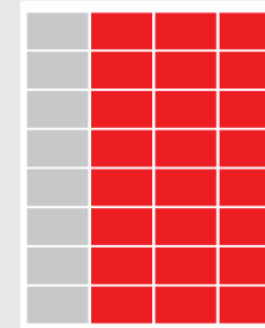
FULL PAGE

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



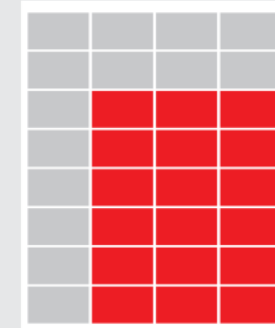
3/4 OF A PAGE, HORIZONTAL

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



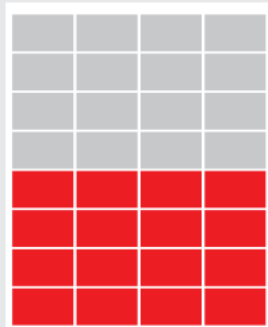
3/4 OF A PAGE, VERTICAL

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



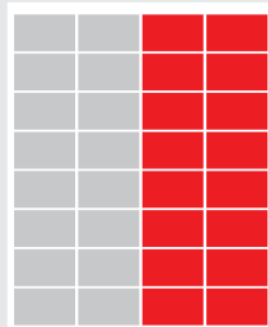
JUNIOR PAGE

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



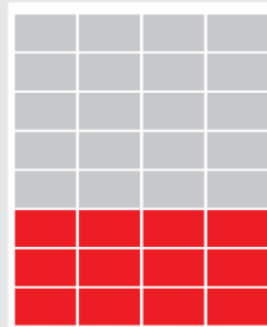
HALF-PAGE, HORIZONTAL

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



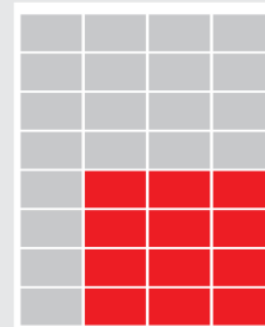
HALF-PAGE, VERTICAL

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



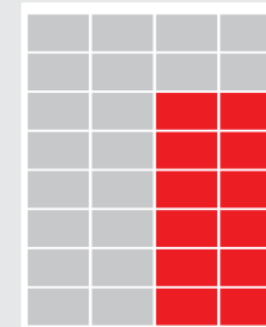
1/3 OF A PAGE, HORIZONTAL

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



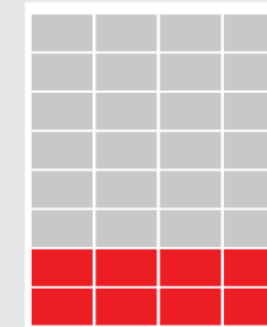
1/3 OF A PAGE

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

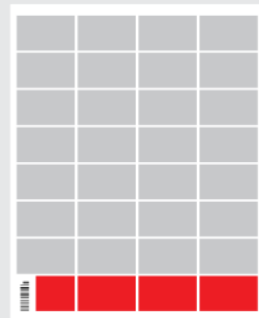


QUARTER-PAGE, HORIZONTAL

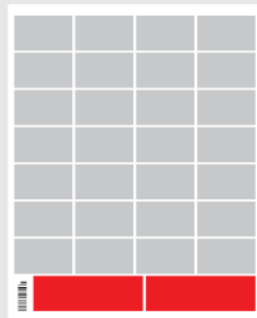
W 10.25" X H 3.14"
W 26.03 X H 7.97 cm

Formats (following)

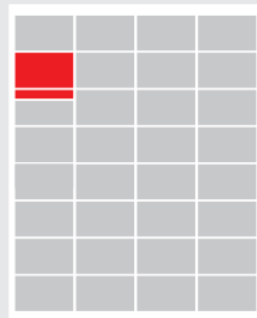
/ regular edition



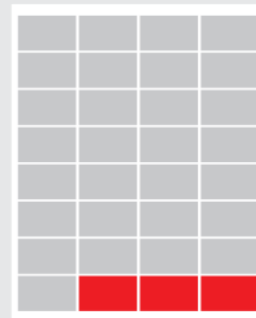
FRONT-PAGE BANNER
W 9.8125" X H 1.5625"
W 25 X H 4 cm



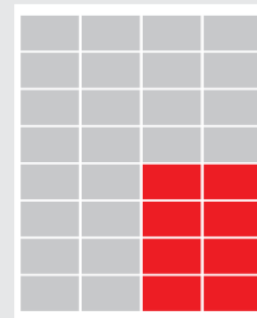
FRONT-PAGE HALF BANNER
W 4.8125" X H 1.5625"
W 12.3 X H 4 cm



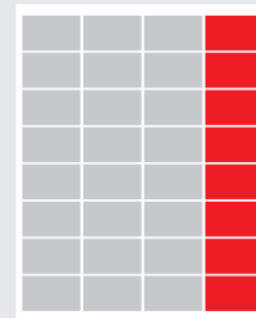
FRONT-PAGE BIG BOX*
W 2.4688" X H 2.125"
W 6.243 X H 5.5 cm



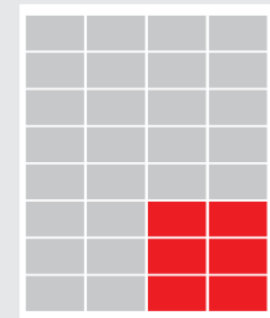
PAGE 2 BIG BOX
W 7.62" X H 2.14"
W 19.35 X H 5.44 cm



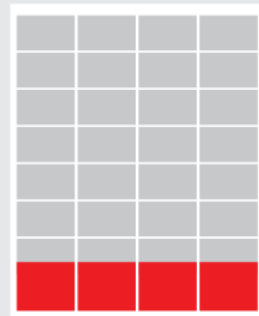
QUARTER-PAGE
W 5.04" X H 6.29"
W 12.80 X H 15.97 cm



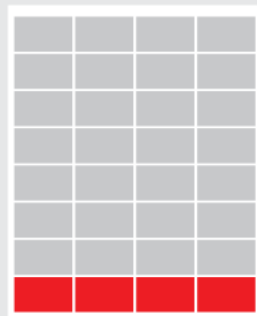
QUARTER-PAGE, VERTICAL
W 2.46" X H 12.57"
W 6.24 X H 31.92 cm



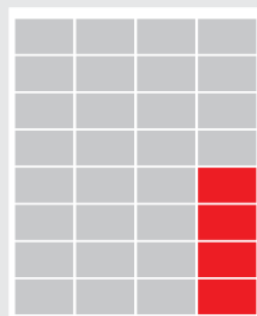
1/6 OF A PAGE
W 5.04" X H 4.71"
W 12.80 X H 11.97 cm



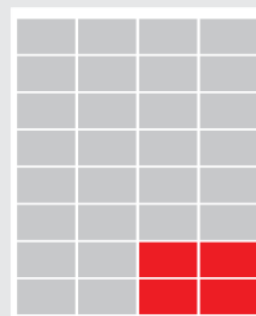
GRAND BANDEAU
W 10.25" X H 2.14"
W 26.03 X H 5.44 cm



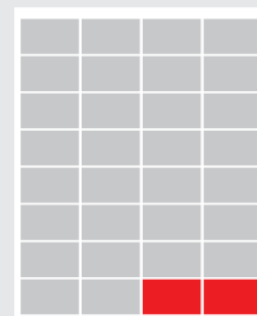
1/8 OF A PAGE (SMALL BANNER)
W 10.25" X H 1.57"
W 26.03 X H 3.99 cm



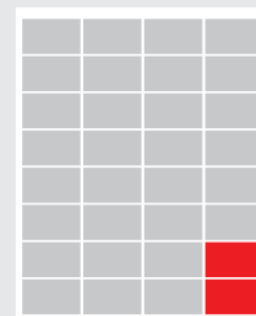
1/8 OF A PAGE, VERTICAL
W 2.46" X H 6.29"
W 6.24 X H 15.97 cm



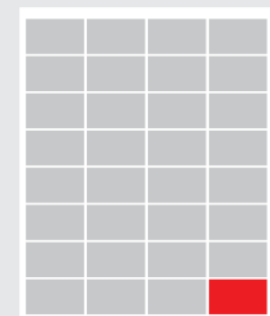
1/8 OF A PAGE
W 5.04" X H 3.14"
W 12.80 X H 7.97 cm



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

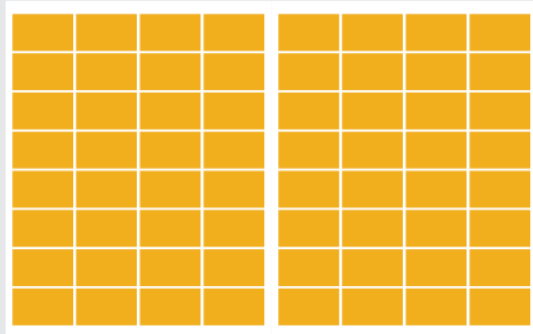


MODULE
W 2.46" X H 1.57"
W 6.24 X H 3.99 cm

* These ads positions could change if a major event would happen in the news.

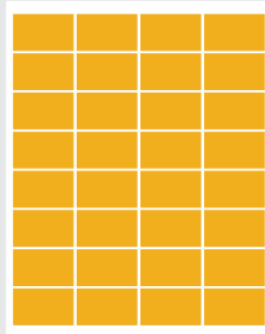
Formats

/ Weekend, Casa, Zeste and many special supplements



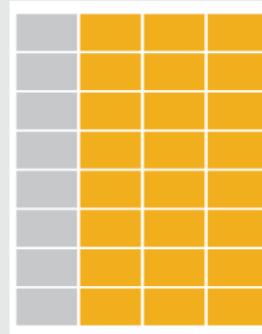
DOUBLE PAGE

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



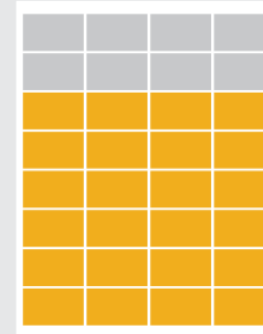
FULL PAGE

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



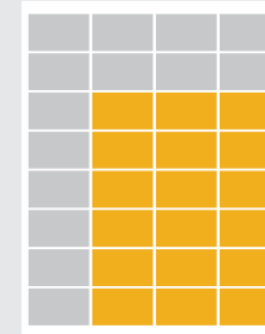
3/4 PAGE, VERTICAL

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



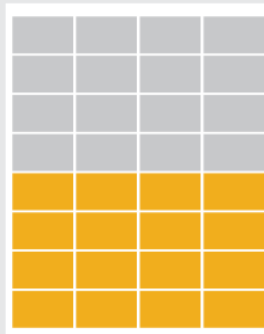
3/4 PAGE, HORIZONTAL

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



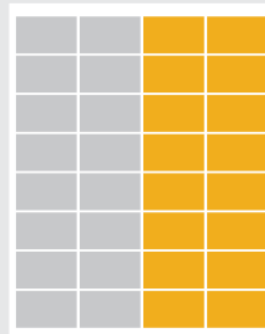
JUNIOR PAGE

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



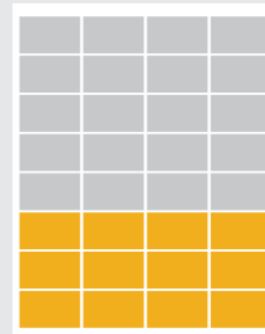
HALF-PAGE, HORIZONTAL

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



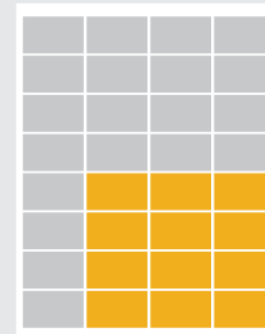
HALF-PAGE, VERTICAL

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



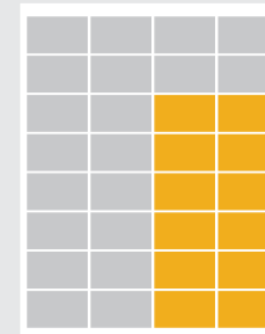
1/3 OF A PAGE, HORIZONTAL

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



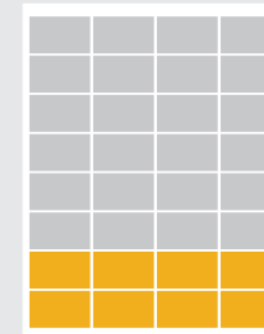
1/3 OF A PAGE

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

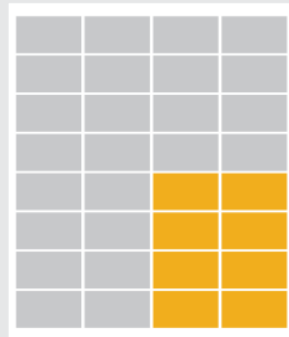


QUARTER-PAGE, HORIZONTAL

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

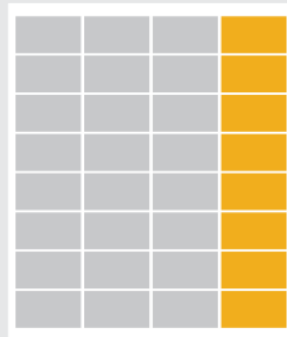
Formats (following)

/ Weekend, Casa, Zeste and many special supplements



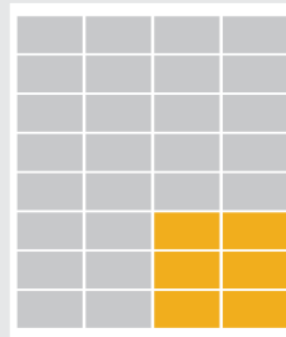
QUARTER-PAGE

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



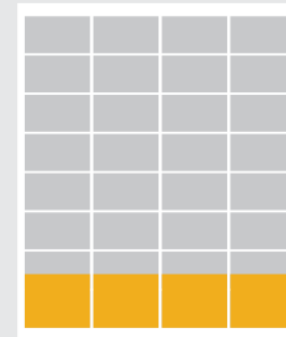
QUARTER-PAGE, VERTICAL

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



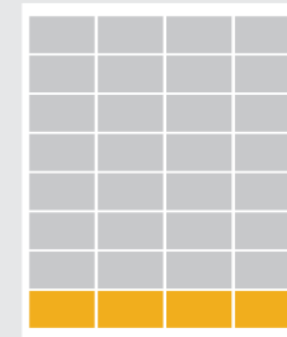
1/6 OF A PAGE

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



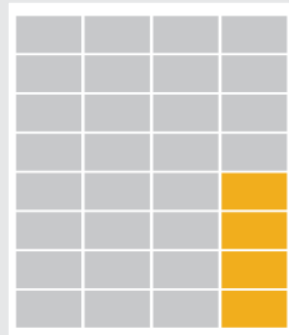
LARGE BANNER

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



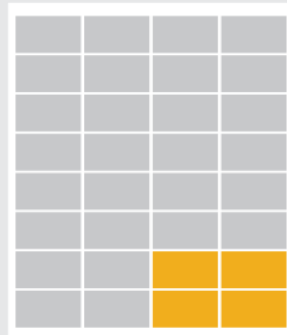
1/8 OF A PAGE (SMALL BANNER)

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)

OPTION 24
CROSS SHAPE



16,5 cols X 66 lines
+ 4,5 cols X 176 lines
21" X 4,71"
5,5" X 12,57"

OPTION 25
DOUBLE TOP



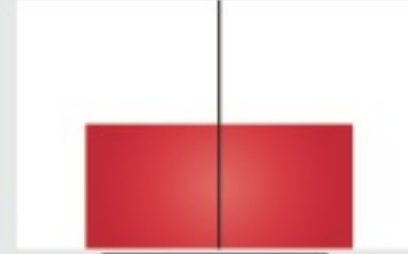
16,5 cols X 66 lines
21" X 4,71"

OPTION 26
INVERTED « T » SHAPE



16,5 cols X 44 lines
+ 4,5 cols X 176 lines
21" X 3,14"
+ 5,5" X 12,57"

OPTION 27
DOUBLE GARAGE DOOR



12,5 cols X 88 lines
15,83" X 6,29"

OPTION 28
DOUBLE MIDDLE PAGE



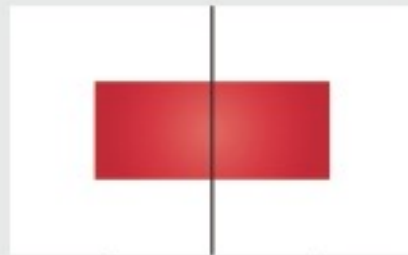
16,5 cols X 66 lines
21" X 4,71"

OPTION 29
« T » SHAPE



16,5 cols X 44 lines
+ 4,5 cols X 176 lines
21" X 3,14"
+ 5,5" X 12,57"

OPTION 30
CENTRAL ISLAND



8,5 cols X 70 lines
10,66" X 5"

OPTION 31
SNAKE SHAPE



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"

OPTION 32
CAKE SHAPE



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: 100 lpi

Recommended image resolution: 300 dpi

Monochrome images: 1200 dpi

Dot gain middle tone: 26%

Custom option: SWOP (newsprint): 26%; high GCR
Black saturation: 75%
Total area coverage (TAC): 240%
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 Québec 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
WEEKEND SATURDAY	Wednesday, noon	Wednesday, 3 PM
CASA 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