

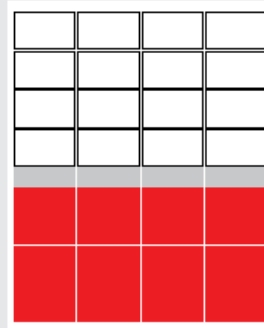
Formats

/ regular edition and *Le Guide de l'Auto* (The Car Guide) supplement

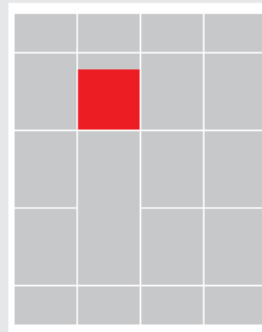
HIGH-IMPACT FORMATS



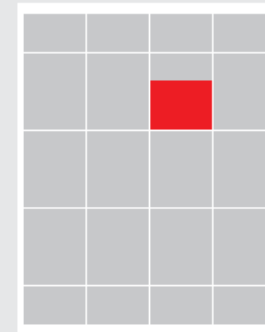
FALSE FRONT PAGE
L 10 X H 8 in.
L 25,4 X H 20,32 cm



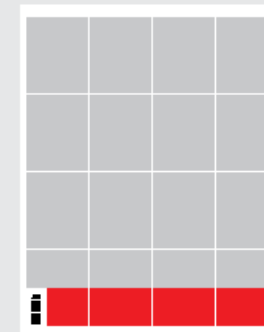
HALF-WRAP (EXT.-INT.)
L 10 X H 5,5 in.
L 25,4 X H 13,97 cm



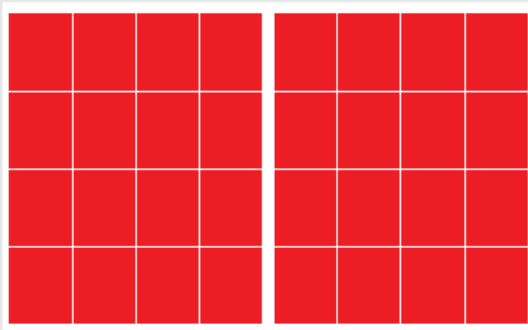
FALSE POST-IT (FRONT PAGE)
L 2,42 X H 2,42 in.
L 6,14 X H 6,14 cm



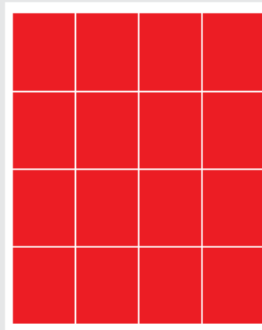
ISLAND (FRONT PAGE)
L 2,42 X H 2,14 in.
L 6,14 X H 5,43 cm



FRONT PAGE BANNER
L 9,5 X H 1,44 in.
L 24,13 X H 3,67 cm



DOUBLE PAGE SPREAD
L 20,5 X H 12,28 in.
L 52,07 X H 31,20 cm



FULL PAGE
L 10 X H 12,28 in.
L 25,04 X H 31,20 cm



3/4 HORIZONTAL
L 10 X H 9,19 in.
L 25,4 X H 23,34 cm



3/4 VERTICAL
L 7,47 X H 12,28 in.
L 18,98 X H 31,20 cm



JUNIOR PAGE
L 7,47 X H 9,19 in.
L 18,98 X H 23,34 cm

Formats

/ regular edition and *Le Guide de l'Auto* (The Car Guide) supplement (following)



1/2 HORIZONTAL
L 10 X H 6,09 in.
L 25,4 X H 15,46 cm



1/2 VERTICAL
L 4,94 X H 12,28 in.
L 12,56 X H 31,20 cm



1/3 HORIZONTAL
L 10 X H 4,54 in.
L 25,4 X H 11,54 cm



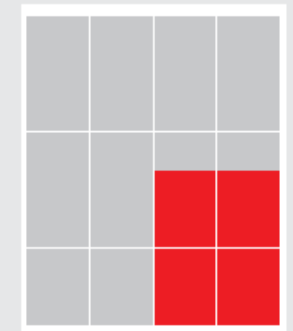
1/3 BLOC
L 7,47 X H 6,09 in.
L 18,98 X H 15,47 cm



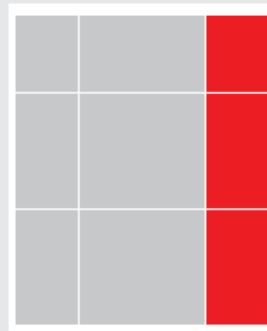
1/3 VERTICAL
L 4,94 X H 9,19 in.
L 12,56 X H 23,34 cm



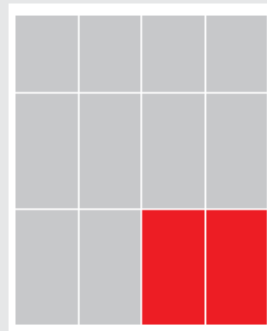
1/4 HORIZONTAL
L 10 X H 2,99 in.
L 25,4 X H 7,60 cm



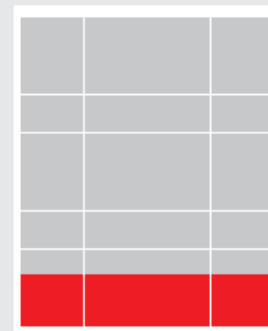
1/4 BLOC
L 4,94 X H 6,09 in.
L 12,56 X H 15,47 cm



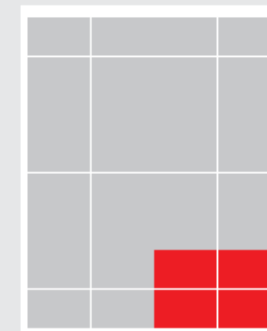
1/4 VERTICAL
L 2,42 X H 12,28 in.
L 6,14 X H 31,20 cm



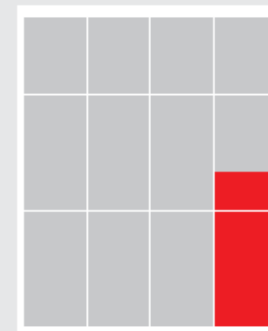
1/6 BLOC
L 4,94 X H 4,54 in.
L 12,56 X H 11,54 cm



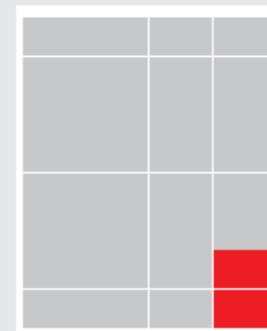
LARGE BANNER
L 10 X H 2 in.
L 25,4 X H 5,08 cm



1/8 BLOC
L 4,94 X H 2,99 in.
L 12,56 X H 7,60 cm



1/8 VERTICAL
L 2,42 X H 6,09 in.
L 6,14 X H 15,47 cm

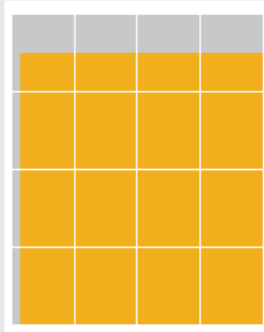


BUSINESS CARD
L 2,42 X H 2,99 in.
L 6,14 X H 7,60 cm

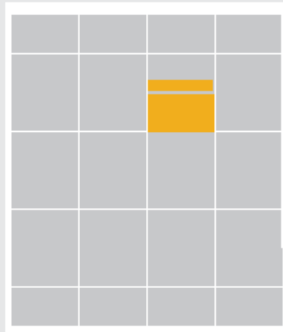
Formats

/ Weekend, Casa, Zeste and many special supplements

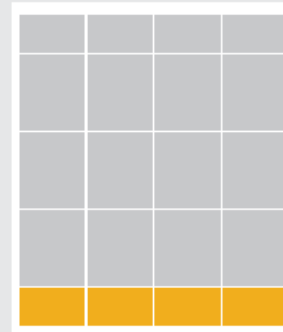
HIGH-IMPACT FORMATS



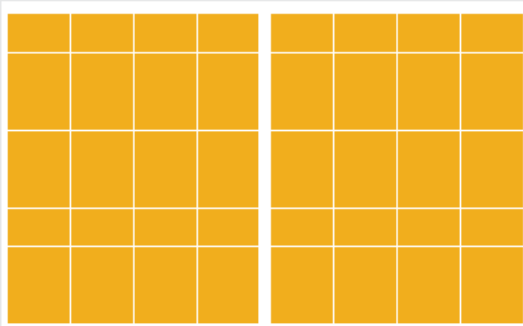
FALSE FRONT PAGE
L 9,66 X H 10,5 in.
L 25,4 X H 26,67 cm



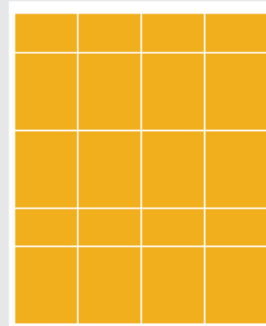
ISLAND (FRONT PAGE)
L 2,42 X H 2,14 in.
L 6,14 X H 5,43 cm



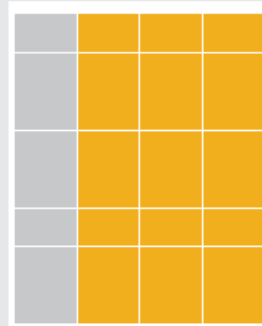
FRONT PAGE BANNER
L 10 X H 1,31 in.
L 25,4 X H 3,34 cm



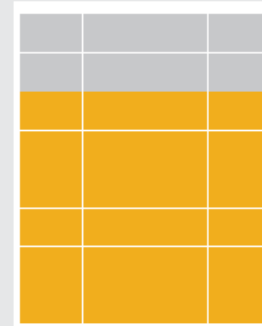
DOUBLE PAGE SPREAD
L 20,5 X H 11,28 in.
L 52,07 X H 28,66 cm



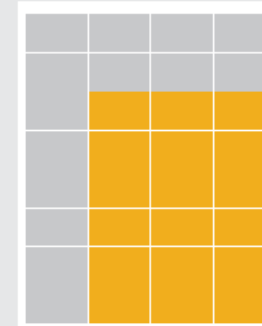
FULL PAGE
L 10" X H 11,28"
L 25,4 X H 28,66 cm



3/4 VERTICAL
L 7,47 X H 11,28 in.
L 18,98 X H 28,66 cm



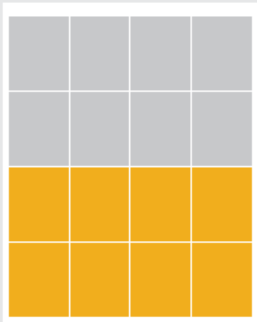
3/4 HORIZONTAL
L 10 X H 8,43 in.
L 25,4 X H 21,42 cm



JUNIOR PAGE
L 7,47 X H 8,43 in.
L 18,98 X H 21,42 cm

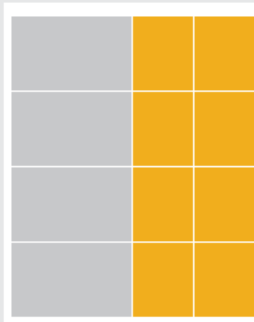
Formats

/ Weekend, Casa, Zeste and many special supplements (following)



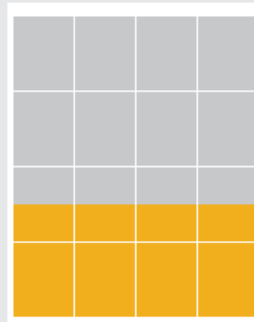
1/2 HORIZONTAL

L 10 X H 5,59 in.
L 25,4 X H 14,20 cm



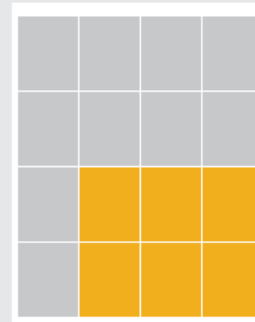
1/2 VERTICAL

L 4,94 X H 11,28 in.
L 12,56 X H 28,66 cm



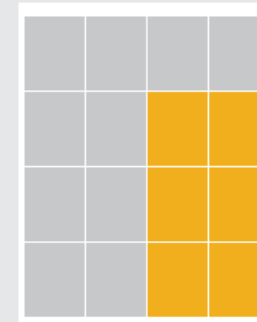
1/3 HORIZONTAL

L 10 X H 4,16 in.
L 25,4 X H 10,58 cm



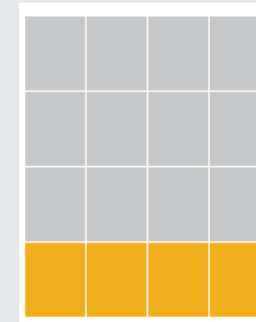
1/3 BLOC

L 7,47 X H 5,59 in.
L 18,98 X H 14,20 cm



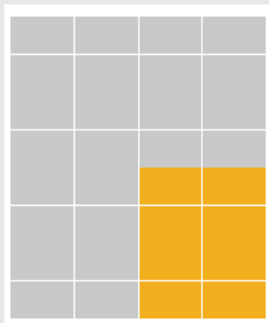
1/3 VERTICAL

L 4,94 X H 8,43 in.
L 12,56 X H 21,42 cm



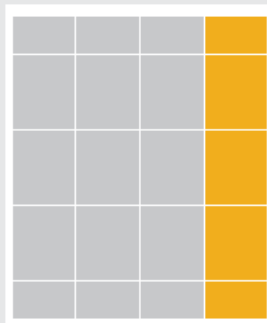
1/4 HORIZONTAL

L 10 X H 2,74 in.
L 25,4 X H 6,96 cm



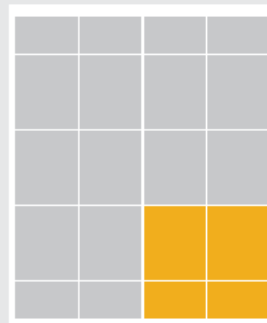
1/4 BLOC

L 4,94 X H 5,59 in.
L 12,56 X H 14,20 cm



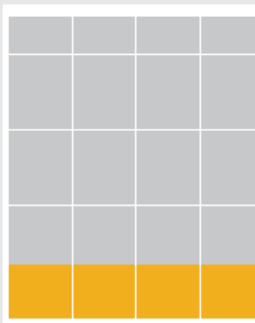
1/4 VERTICAL

L 2,42 X H 11,28 in.
L 6,14 X H 28,66 cm



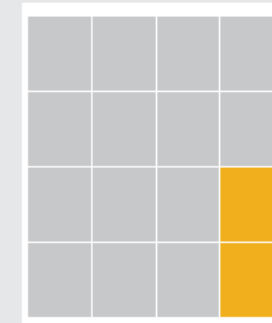
1/6 BLOC

L 4,94 X H 4,16 in.
L 12,56 X H 10,58 cm



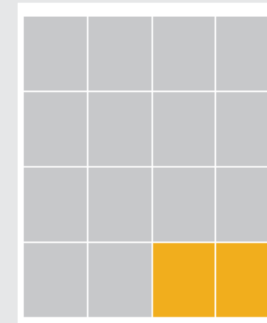
LARGE BANNER

L 10 X H 1,85 in.
L 25,4 X H 4,72 cm



1/8 VERTICAL

L 2,42 X H 5,59 in.
L 6,14 X H 14,20 cm



1/8 BLOC

L 4,94 X H 2,74 po,
L 12,56 X H 6,96 cm

Special executions

le journal
de montréal

le journal
de québec

OPTION 1
« L » SHAPE



2,42" X 12,28"
+ 10" X 2,99"
6,14 cm X 31,2 cm
+ 25,4 cm X 7,6 cm

OPTION 2
« L » SHAPE INVERTED



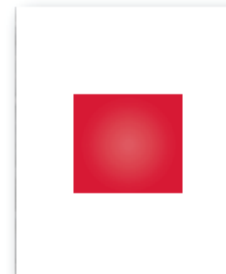
2,42" X 12,28"
+ 10" X 2,99"
6,14 cm X 31,2 cm
+ 25,4 cm X 7,6 cm

OPTION 3
DOUBLE BANNER



10" X 2,99"
25,4 cm X 7,6 cm
REPEAT X 2

OPTION 4
ISLAND



4,94" X 4,54"
12,56 cm X 11,54 cm

OPTION 5
FLAG SHAPE



10" X 2,99"
+ 2,42" X 12,28"
25,4 cm X 7,6 cm
+ 6,14 cm X 31,2 cm

OPTION 6
STAIRS



10" X 2,99"
+ 4,94" X 2,99"
+ 2,42" X 12,28"
25,4 cm X 7,6 cm
+ 12,56 cm X 7,6 cm
+ 6,14 cm X 31,2 cm

OPTION 7
TOP PAGE



10" X 4,54"
25,4 cm X 11,54 cm

OPTION 8
AROUND



10" X 2,99"
+ 2,42" X 12,28"
REPEAT X 2
25,4 cm X 7,6 cm+
6,14 cm X 31,2 cm
REPEAT X 2

OPTION 9
CENTERED BANNER



10" X 4,54"
25,4 cm X 11,54 cm

OPTION 10
HORSE SHOE



2,42" X 12,28"
+ 10" X 2,99"
+ 2,42" X 12,28"
6,14 cm X 31,2 cm
+ 25,4 cm X 7,6 cm
+ 6,14 cm X 31,2 cm

Special executions (following)

le journal
de montréal

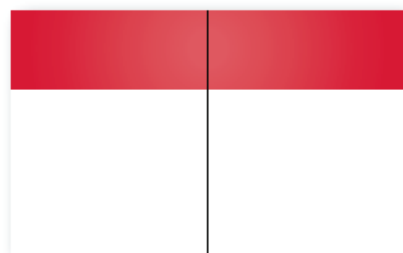
le journal
de québec

OPTION 11
CROSS



20,5" X 4,54"
+ 5,34" X 12,28"
52,07 cm X 11,54 cm
+ 13,57 cm X 31,2 cm

OPTION 12
DOUBLE TOP PAGE



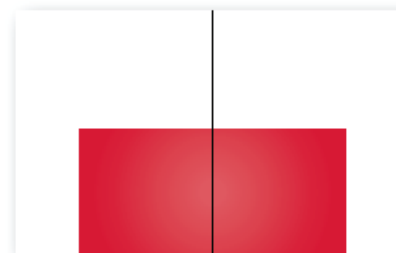
20,5" X 4,54"
52,07 cm X 11,54 cm

OPTION 13
« T » SHAPE INVERTED



20,5" X 2,99"
+ 5,34" X 12,28"
52,07 cm X 7,6 cm
+ 13,57 cm X 31,2 cm

OPTION 14
DOUBLE GARAGE DOOR



15,45" X 6,09"
39,23 cm X 15,47 cm

OPTION 15
DOUBLE MIDDLE PAGE



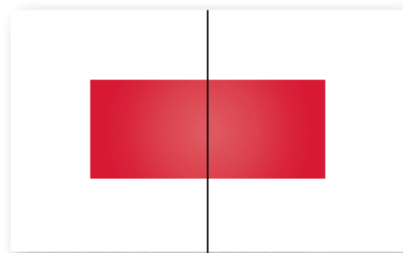
20,5" X 4,54"
52,07 cm X 11,54 cm

OPTION 16
« T » SHAPE



20,5" X 2,99"
+ 5,34" X 12,28"
52,07 cm X 7,6 cm
+ 13,57 cm X 31,2 cm

OPTION 17
CENTRAL ISLAND



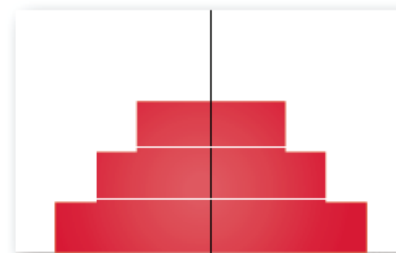
10,39" X 4,54"
26,4 cm X 11,54 cm

OPTION 18
SNAKE SHAPE



7,47" X 4,54"
+ 5,34" X 12,28"
+ 7,47" X 4,54"
19 cm X 11,54 cm
+ 13,57 cm X 31,2 cm
+ 19 cm X 11,54 cm

OPTION 19
CAKE



5,34" X 2,99"
+ 10,39" X 2,99"
+ 15,45" X 2,99"
13,57 cm X 7,59 cm
+ 26,4 cm X 7,59 cm
+ 39,23 cm X 7,59 cm

Technical standards

/ Ad production

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 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
WEEKEND SATURDAY	Tuesday, noon	Thursday, 3 PM
CASA SATURDAY	Tuesday, 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 contact us at:
prepresse@quebecormedia.com