



2010 Mechanical Specs

ADVERTISING SPECIFICATIONS

- Digital 4-colour process files only (CMYK*).
- PDF/X files preferred. Please note PDFs cannot be edited or altered.
- Maximum 23 characters in file name.
- Ad material will be stored for 12 months and then discarded unless otherwise advised in writing by the advertiser or agency.
- The publisher is not responsible for changes to advertising material resulting from incorrect file preparation. Charges, billed at an hourly rate, may apply to alterations made to client files due to errors in ad size, type, or file format.

SUPPORTED PLATFORMS

Macintosh

SUPPORTED APPLICATIONS

ADOBE DISTILLER/ACROBAT® 7.0

- Convert all PMS colours to CMYK* prior to creating a PDF. Save all PDF files as PDF/X.

ADOBE INDESIGN® CS2

- Include all fonts and supporting graphics. Graphics should be placed at a minimum of 300 dpi at 100% of size for continuous tone and 1200 dpi for line-art. All placed graphics should be saved as TIF, EPS or PDF/X. Use "Package" whenever possible and provide a preflight report.

ADOBE ILLUSTRATOR® CS2

- Convert all PMS colours to CMYK*. Graphics should be placed at a minimum of 300 dpi at 100% of size for continuous tone and 1200 dpi for line-art. Do not embed images unless originals are supplied. Supply all fonts or convert all text to outlines. Overprinting white text or colouring with 0% of another colour will not print. Note: outlined text cannot be altered.

ADOBE PHOTOSHOP® CS2

- Supply all fonts or rasterize all type. Save file as a single channel CMYK*, EPS or TIF with no JPG or LZW compression. DCS files are not accepted. Rasterized type cannot be altered.

QUARKXPRESS® 6.5

- Include all fonts and supporting graphics. Graphics should be placed at 100% at a minimum of 300 dpi for continuous tone and 1200 dpi for line-art. All placed graphics should be saved as TIF or EPS. Use "Collect for Output" whenever possible and provide a preflight report.

EPS/TIF

- EPS and TIF files from other applications will be accepted but must be a minimum of 300 dpi at 100% of size and have all fonts outlined. Do not compress these files.
- Images or logos downloaded or saved from the Web are not usable for print.

FONTS/TEXT

- OpenType and PostScript Type 1, 2 or 3 fonts will be accepted. Provide both screen and printer fonts. In QuarkXPress, only use fonts within a font family. Do not use font attributes such as Bold/Italic/Shadow/Outline etc. as they may not reproduce correctly through a PostScript printer. TrueType or Multiple Master fonts are not accepted.
- If a font is not submitted with your advertising material, an attempt will be made to match the font as closely as possible. This may result in text reflow.
- Black text should be created at 100% black to avoid registration problems. Registration cannot be guaranteed for 4-colour black type.

PROOFS

- All ad material must be accompanied by a hard copy proof, including ads submitted via the FTP site. Proofs must be provided at 100% of size.
- For B/W material, supply laser or inkjet proof.
- For colour material, supply SWOP-certified[†] proofs such as: Iris, Pictro, Fuji, Matchprint or Spectrum. The publisher is NOT responsible for colour shifts in files submitted without a SWOP-certified proof.

ACCEPTED MEDIA

CD-R, DVD-R

- Save files with ISO-9660 standard, readable by both Mac and PC Platforms. Label all media with the name of the publication, issue date, agency name, contact name, return address and phone number.

FOR MATERIALS SHIPPED OUTSIDE OF CANADA, LABEL ALL MATERIAL:

Duty free - advertising

Material for Reproduction in a Canadian magazine
(not applicable for U.S. publications)

No Commercial Value

- All customs and brokerage charges are the responsibility of the Advertiser or their Agency.

DELIVERY

FTP: <ftp://ftp.kenilworth.com>

Admin user account: cscadmin

Password: csc7206ad

MAIL

Deliver advertising material (charges prepaid) to: Construction Specifications Canada 120 Carlton St., Suite 312
Toronto, ON M5A 4K2

* Files in RGB colour space will not separate correctly. All RGB files will be converted to CMYK. The publisher is not responsible for shifts in colour due to the file conversion.

† For more information on SWOP standards, visit www.swop.org.