

MECHANICAL SPECIFICATIONS: RUN OF PAPER

Full page image area 10.333" x 11.429"
10 COL X 160 LINES

AD SIZES IN INCHES

| WIDTH | 1Col. .883" | 2 Col. 1.933" | 3 Col. 2.983" | 4 Col. 4.033" | 5 Col. 5.083" | 6 Col. 6.133" | 7 Col. 7.183" | 8 Col. 8.233" | 10Col. 10.333" |
|---------------|----------------|------------------|------------------|------------------|------------------|------------------|------------------|------------------|-------------------|
| HEIGHT | | | | | | | | | |
| Full Page | - | - | - | - | - | - | - | - | 11.429" |
| 3/4 Page | - | - | - | - | - | - | - | - | 8.571" |
| 1/2 Page | - | - | - | - | 11.429" | 9.5" | 8.143" | 7.143" | 5.714" |
| 1/4 Page | - | - | 9.5" | - | 5.714" | 4.714" | 4.071" | 3.571" | 2.857" |
| 1/8 Page | - | - | - | - | 2.856" | - | - | - | - |
| Banner | - | - | - | - | - | - | - | - | 1.643" |

Double Truck 21.549" x 11.429" (Charged as 21 columns)

We do not accept 9 column ads.

14 lines to the inch (Formula for calculating cost: Columns x Lines x Rate = Cost)

Depth of any advertisement exceeding 140 lines will be charged at full column depth of 160 lines. Minimum space 10 lines. Add 10 lines for each column crossed.

The Publisher reserves the right to make size adjustments at his/her discretion to allow for potential changes in printing press configurations at time of print.

ELECTRONIC ADVERTISING FILES SOFTWARE/HARDWARE COMPATIBILITY

MACINTOSH:

Hi-Res PDFs (press optimized - 240 total ink, 200 dpi)

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

Adobe Acrobat

ELECTRONIC FILES can be sent by FTP server or emailed to:

Host: ftp.sunpub.com

Username: anonymous

Password: guest

Directory: incoming/toronto/ads

Note: The exact name of the file sent to the FTP site must be supplied.

e-mail: torsun.prepress@sunmedia.ca (must be less than 3.5MB)

ONCE ELECTRONIC FILES HAVE BEEN TRANSMITTED, THEY MUST BE ACCOMPANIED BY A PDF, COMPLETE WITH A FILE NAME.

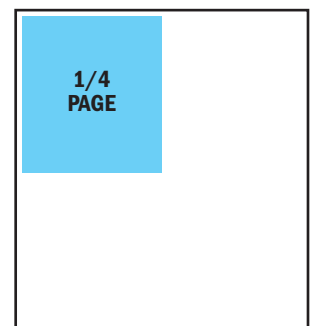
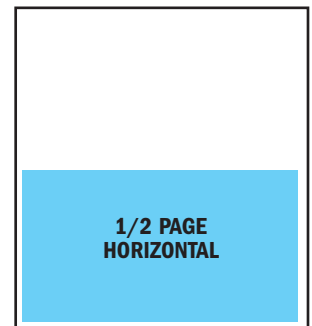
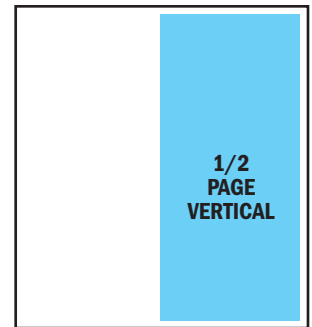
ADS ON DISK

NOT considered camera ready and should meet the following requirements:

- Macintosh format supplied on CD Rom or DVD as Adobe InDesign, Adobe Photoshop, or Adobe Illustrator files and must include all image files and all fonts used in the ad.

SOFTWARE

- Adobe Illustrator CS2. All colours used must be process (CMYK) colours.
- Adobe Photoshop files must be saved with a line screen of 100 lpi and a resolution of 200 dpi. Files may be grayscale or CMYK process colours. Files with clipping paths must be saved with a flatness of no less than 15.
- Hi-Res PDF files (press optimized - 240 total ink, 200 dpi).
If you need more information call our prepress department at 416-947-2024
- Adobe InDesign files must use CMYK colours (process separation) if the ad is to run on a process page. Pantone colours should be converted to CMYK.
- If advertising files are created on a Windows or PC platform we request that they be converted to Macintosh friendly format or saved as EPS, TIFF or PDF file.
- Corel draw files must be saved as TIFF or PDF files.



2012 RATECARD



24H

The Toronto Sun
333 King Street East,
Toronto, Ontario
M5A 3X5

e-mail
torsun.prepress@sunmedia.ca

Local News • Sports • Entertainment