

General Information

The Toronto Community News (TCN) Production Department creates custom advertisements, processes digital advertising material, proofs, advertisements directly to clients, and paginates a variety of products with a 100% digital workflow. We facilitate publishing editorial content and advertising on the internet and we serve as the electronic clearing house for national advertisers across the entire Metroland chain.

Our department is equipped with Apple Computer hardware running the Adobe Creative Suite (InDesign CS, Photoshop CS, Illustrator CS and Acrobat Professional 6) as well as QuarkXPress 6.5.

Using the industry's standard technologies, we continually strive to provide clients with quick, reliable and satisfying service to help meet their business needs.

File Specifications

Document Sizing

- All documents must be correctly sized to either image area or trim size (including a minimum 1/4" bleed on all sides if applicable), depending on the publication it is to appear in. Please contact your sales representative to confirm sizes.

Preferred Document Formats

- Press ready PDF (PDFX1a compliant) created using Adobe Acrobat Distiller 4 or above with all fonts embedded (not Subset). Refer to Quick Reference section for Distiller details. Ensure that the PDF contains **no security protection**.
- InDesign CS document Packaged with **all fonts and images** used; compressed with DropStuff or WinZip.
- QuarkXPress document, version 6.5 or earlier, collected for output with **all fonts and images** used; compressed with DropStuff or Winzip.

Image File Specifications

- Supported formats: Adobe Illustrator CS or earlier (.ai; .eps), Adobe Photoshop CS or earlier (.psd [including all fonts]; eps; .tiff; .jpeg [high or maximum quality]).
- Image resolution should be **no less than 190 dpi** for newspaper material and **no less than 266 dpi** for all other TCN products. Line art should be scanned at 600 dpi.
- Colour should be CMYK or Grayscale only. Any other colour space will be converted with no subsequent colour correction by TCN.

- Image manipulation, such as Close Cropping, should not be performed in page layout software.

Font Specifications

- Supported formats: Open Type; Type 1 or Post Script; True Type.
- All fonts used in the document should be included with the materials sent. Ensure that all font components are present (Screen fonts & Printer fonts).
- Outline all text that a font cannot be provided for, due to licensing or other restrictions.

File Naming Conventions

- Use upper or lower case letters and numbers only
- Do not use spaces or any form of punctuation characters, (i.e. ! @ # \$ % ^ & * () ? { } [] \ / " ' : ; ~ ` < , >).

Application Specific Guidelines

- In QuarkXPress, do not use Hairline for the width of rules or frames. Define the width in points (*0.25 pt minimum*).
- In QuarkXPress, avoid italicizing or bolding text using the text style option, shown in the Measurements Bar below. Instead, choose the appropriate font with a corresponding style, i.e. "Helvetica Bold".



Material Transmission

Online (Preferred)

- Please visit **www.upload.metroland.com**

FTP

- Using an FTP client application, connect to our FTP server and transfer your compressed file to the appropriate folder corresponding to the publication your ad is to appear in.
- FTP Login Information:
FTP URL: **ftp02.metroland.com**
Username: **adbank** Password: **csl**
- Our FTP site can be accessed using a web browser, such as Internet Explorer 6.0 or higher. To do so, enter the following

into the URL Address:

ftp://adbank@ftp02.metroland.com

The browser will prompt you for the password and should open up a Finder or Windows Explorer window (Mac OS and Windows respectively).

E-mail

- Ads smaller than 3 Mb can be sent via e-mail to your sales representative.
- Attachments should conform to the file specifications above.
- Ad material on CD-ROM or DVD are also accepted.

Quick Reference

Acceptable Formats

Print-ready PDF; InDesign CS; QuarkXPress; Illustrator (.ai); Photoshop (.psd); .eps; .tiff; .jpg

Image Resolutions

190 dpi for Mirror and Guardian newspapers; 300 for Centre of the City magazine and other non-newspaper products.

Material Transmission

Collect for Output or Package all images and fonts used in documents;

FTP Login Information:

User: **adbank**

Password: **csl** ("l" as in Larry)

Acrobat Distiller settings

Click on the filename below for more information and to download the settings:

PDFX1a(1).joboptions

Contact Us

For technical assistance, please call
416-493-4400:

Dave Belanger at ext. 252
IT Administrator

Katherine Bernal at ext.254
Production Manager

Toronto Community News
100 Tempo Ave., 2nd Floor
Toronto, ON M2H 2N8

Our receptionist is on duty
between 8:30 a.m. and 5:00 p.m.