

# DIGITAL MEDIA SPECIFICATIONS

COMPLETE THIS FORM AND FAX  
TO VENTURE PUBLISHING INC.  
(780) 452-7588

## ALBERTA OIL *The Business of Energy*

### Only digital media conforming to these specifications can be accepted.

These guidelines are for digital media submitted to Venture Publishing Inc. for publication. We cannot guarantee the correct print reproduction of digital media that does not conform to the following specifications and will return those files for correction with a report detailing problem areas.

#### PRODUCTION NOTES:

- Photographs scanned to 133 lpi/300 dpi and placed at 100% actual size.
- All scanned images and colour in CMYK format, spot colour converted to 4-colour process and unused colours deleted from the colour palette
- No OPI:** OPI means that the images will swap out at press time – if there is no replacement, there is no photo. *The "OPI Active" option must be UNCHECKED when creating EPS or PDF* (especially from Quark). If in doubt, check the relevant pre-sets and joboptions at <http://www.advertisewithventure.com/ftp.php#specs>
- No ICC:** Our press won't use ICC, and it changes your colours to unexpected "equivalents"
- All graphic support documents and screen and printer fonts included
- 1/4" bleed** on all edges of Full Page and DPS bleed ads *InDesign, Quark and Illustrator do not automatically make bleeds when creating PDFs – please ensure the PDF has a bleed, and if in doubt, check the relevant pre-sets and joboptions at <http://www.advertisewithventure.com/ftp.php#specs>*
- Contain all live matter 1/4" inside of final trim
- Delete all non-printing pages from the ad document

PUBLICATION \_\_\_\_\_ DATE \_\_\_\_\_

AGENCY \_\_\_\_\_

CLIENT \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

PROV \_\_\_\_\_ POSTAL \_\_\_\_\_

TEL \_\_\_\_\_ FAX \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

DATE \_\_\_\_\_

FILE NAME \_\_\_\_\_

SOFTWARE APPLICATION \_\_\_\_\_ VERSION \_\_\_\_\_

AD SIZE: WIDTH = \_\_\_\_\_ HEIGHT = \_\_\_\_\_

### All ad submissions require:

- Digital Artwork (see below for options)
- (for non Press-Ready PDF) Hard copy or PDF Proof

#### FINAL CHECKLIST:

##### Preferred Format: Press-Ready PDF or PDF/X-1a

(subject to Venture production pre-flight: please contact [artdept@albertaventure.com](mailto:artdept@albertaventure.com) for InDesign PDF export settings)

- Acrobat 6.0 CMYK
- fonts embedded
- minimum 300 dpi scans, and no file compression in original layout graphics
- bleed ads including 1/4" bleed (see production notes)
- non-bleed ads cropped to ad dimensions
- no ICC profiles or OPI (see production notes)

##### Non-PDF Formats Accepted:

- InDesign (CS and earlier)
- Illustrator EPS (CS and earlier)
- PhotoShop TIFF/CMYK
- PhotoShop EPS (not DCS)

##### Fonts (for non Press-Ready PDF):

- All fonts (screen and printer) supplied with the digital file
- Supply Mac Postscript fonts only (no TrueType)
- Provide hard copy list of fonts
- Application styles ("bold", "italic", etc.) not used

##### Support Files (for non Press-Ready PDF):

- Do not use file compression (ie. LZW compression)
- Crop and size images as close to final size as possible
- Graphic support files (scans and graphic elements) in CMYK mode at 300 dpi or vector format

##### Sent via (FTP preferred):

- FTP (compressed files [.sit, .sea, .hqx format.] to [http://www.advertisewithventure.com/ad\\_upload.php](http://www.advertisewithventure.com/ad_upload.php))
- e-mail: [artdept@albertaventure.com](mailto:artdept@albertaventure.com)
- courier (address below)

##### Provide Proof:

- All ads must be accompanied by a **PDF** (via email or FTP, if ad format is not PDF) **or hard copy proof** (sent via courier to the Venture Publishing offices in Edmonton)

Venture Publishing Inc.  
10259 - 105 Street  
Edmonton, AB  
T5J 1E3

Production Co-ordinator  
Office: (780) 990-0839 ext 257  
Toll-free: 1-866-227-4276  
Fax: (780) 452-7588  
E: [artdept@albertaventure.com](mailto:artdept@albertaventure.com)

FAX TO: (780) 452-7588  
[www.albertaoilmagazine.com](http://www.albertaoilmagazine.com)

**Venture**  
PUBLISHING INC.

# AD SPECS DOCUMENT SIZES

ALL BLEED DOCUMENTS (Full Page and DPS only) INCLUDE A 0.25" BLEED EDGE ON ALL SIDES

## Full Page

Trim Size: 9" by 10.75"  
Final Bleed Size: 9.5" by 11.25"  
Live area: 8.5" by 10.25"



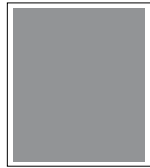
## 1/3 Page Horizontal

Document Size: 8.125" by 3.1675"



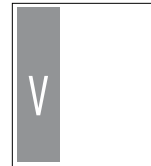
## Full Page Island

Document Size: 8.125" by 10"



## 1/3 Page Vertical

Document Size: 2.625" by 10"



## 2/3 Page Vertical

Document Size: 5.1875" by 10"



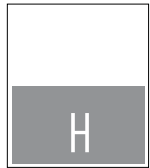
## 1/3 Page Square

Document Size: 5.1875" by 4.875"



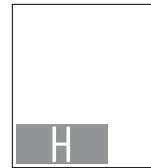
## 1/2 Page Horizontal

Document Size: 8.125" by 4.875"



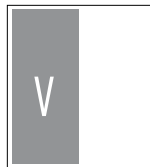
## 1/6 Page Horizontal

Document Size: 5.1875 by 2.5"



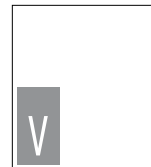
## 1/2 Page Vertical

Document Size: 3.875" by 10"



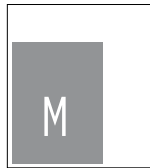
## 1/6 Page Vertical

Document Size: 2.625" by 4.875"



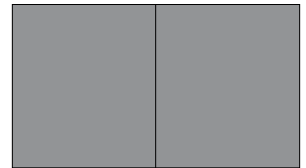
## 1/2 Page Mini

Document Size: 5.1875" by 7.25"



## Full Double Page Spread

Trim Size: 18" by 10.75"  
Final Bleed Size: 18.5" by 11.25"  
Live area: 17.5"x10.25"



## 1/2 DPS Island

Document Size: 17.125" by 4.875"

