

# DIGITAL MEDIA SPECIFICATIONS

## SIGNATURE

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, please call the Production Technician (contact info below).  
<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, please call the Production Technician (contact info below).*
- Contain all live matter 1/4" inside of final trim
- Delete all non-printing pages from the ad document
- No Printer Marks on final artwork
- CMYK equivalents of all "Spot" colours should be specified, otherwise all spots will be converted prior to print

### All ad submissions require:

- Press-Ready Digital Artwork (see right for options)
- PDF Proof or Hard Copy (for non Press-Ready PDF)
- Signed Insertion Order (supplied to your Sales Rep)

### 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)
- no Printer Marks or Crop/Bleed Marks

#### Non-PDF Formats Accepted:

- InDesign (CS6 and earlier, all fonts & images bundled)
- Illustrator EPS (CS6 and earlier, all fonts outlined and raster images embedded)
- PhotoShop TIFF/CMYK (minimum 300 dpi)
- 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 [.zip, .sea, .hqx format.] to <http://advertisewithventure.com/submit-your-ad/>)
- e-mail: [artdept@albertaventure.com](mailto:artdept@albertaventure.com)
- courier (address below)
- Web Transfer Service (Dropbox, YouSendIt, etc)
  - If a web-transfer service other than those listed is required, contact [artdept@albertaventure.com](mailto:artdept@albertaventure.com) to arrange

#### 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)

#### Afer Receiving and Processing Digital Artwork

A low-resolution proof will be sent out by Venture for final review and approval. This is to ensure:

- Fonts are displaying properly
  - Drop Shadows and Transparencies are displaying properly
  - Cropping/Bleed is falling where expected
- If any of these are not correct, contact Venture immediately.*

**Venture**  
PUBLISHING INC.

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

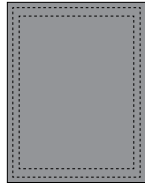
**Production Technician**  
Office: (780) 990-0839 ext 249  
Toll-free: 1-866-227-4276  
Fax: (780) 452-7588  
E: [artdept@albertaventure.com](mailto:artdept@albertaventure.com)

# 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: 8.25" by 10.75"  
Final Bleed Size: 8.75" by 11.25"  
Live area: 7.75" by 10.25"



## 1/4 Page

Document Size: 3.625" by 4.875"



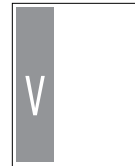
## 1/2 Page Horizontal

Document Size: 7.375" by 4.875"



## 1/3 Page Vertical

Document Size: 2.25" by 9.875"



## 1/2 Page Vertical

Document Size: 3.625" by 9.875"



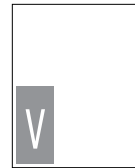
## 1/3 Page Square

Document Size: 4.75" by 4.875"



## 1/6 Page Vertical

Document Size: 2.25" by 4.875"



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