

# PRINT MEDIA

## IMPORTANT GENERAL INFORMATION

*The following guidelines are for material supplied for print to Canada Wide Media Limited. Print media can be accepted only if it meets our specifications for electronic output. An extra charge may apply if files do not fall within these guidelines.*

### ACCEPTED FILE FORMATS

- **PDF** – PDFX1/a files are preferred. Please contact your production coordinator for more information if required. For best results all PDFs **must** be created via Adobe Distiller or Adobe InDesign's direct export.  
**Please note:** We **do not** accept PDFs created from ANY Microsoft product.
- **Native Files** – All Adobe Creative Suite native files up to version 3 are accepted. Please ensure that all images are supplied or embedded and all fonts are converted to outlines.  
Please leave Photoshop PSD files layered where applicable.  
**Please note:** We do not accept native files for Corel Draw, Quark XPress or Microsoft products.
- **Native File Formats Accepted** – EPS (not DCS), TIF, JPG (highest compression setting only), PSD, AI, INDD.

### FILE SUBMISSION

**Files can be submitted via email, Online File Transfer System, CD or DVD.**

- All files must be compressed: stuffed or zipped.
- To upload files using Canada Wide's File Transfer System, please contact your production coordinator for password information.
- When uploading material, it is important to provide accurate and complete details as requested online.
- Send e-mails to [ads@canadawide.com](mailto:ads@canadawide.com). **Include name of ad, publication and issue date.**



### RULES FOR ACCURATE OUTPUT

**Following are some simple guidelines for producing the best files possible:**

- **Resolution** – images must be at 300 ppi when placed at 100% of final size in ad
- **Trapping** – **Do not** supply trapped files (trapping is handled in prepress to our printer's specifications)
- **Colour** – All files should be **created** and supplied in CMYK.
- **Crop Marks** – must be **offset a minimum** of p9 or 1/8" from trim edge. Registration marks are not required.
- **Fonts** – Please convert to **outlines** all fonts in Illustrator and InDesign documents; do not store or embed, even if supplying a PDF from these applications.
- **Bleeds** – minimum 1/8" required. Ensure that bleeds are included in settings for PDF creation.
- **Dimensions** – Please **double check** ad Mechanical Specs. More information is available from your production coordinator if required.
- **Fractional Ads** – Please include a border on all fractional ads; minimum .3pt.

### PROOFS

- PDF files as proofs are accepted for content only and not for colour.
- Colour matching cannot be guaranteed unless a professionally calibrated, industry standard colour match proof is provided.
- Clients will receive proofs of their ads (by email or fax) and must provide final approval to confirm the processed file's accuracy.

specifications