theWholeNote

Print Advertising Specifications

Revised August 2012

If *The WholeNote* is designing your ad, please attach a plain, unformatted Microsoft Word document to your email which contains only the exact text you'd like to include. Do not use multiple fonts or include bolding, italics or centring. If you have suggestions regarding design, these should be included in the body of your email. Also, attach any images as JPGs and ensure logos are either high-resolution JPGs or vector EPS files.

FILE PREPARATION

► Prepare artwork as a **Press Quality Adobe Acrobat PDF** trimmed to the exact size with no extra white space around. No crop marks, please.
Full-page ads should include crop marks and bleed allowance, if applicable. Make sure any critical type and imagery is within the live area.

► All transparency layers must be flattened before converting artwork to a PDF.

► Check final PDF to ensure that no spot colour elements exist. All images and text must be process CMYK colour.

► Generally, it's a good idea to have a thin border (not less than .25 point) around your artwork to contain the ad.

► Formats other than PDF need to be converted by our production department. Additional charges apply.

Ad Dimensions

► Please refer to "Print Advertising Rates" or "Typical Ad Sizes" for ad sizing. Download the latter from: thewholenote.com/media-kit/ad-sizes.pdf.

Image Quality

► For sharp reproduction, the resolution for any halftones used in your artwork should be 300 dpi.

► Should ad artwork be supplied as a single JPG, please make sure the resolution is at least 300 dpi.

► Check that any images are embedded into your artwork and not just linked.

Maximum Ink Density

► The total maximum ink coverage of combined CMYK colours must not exceed 220%. (For example: no more than 100% magenta, 100% yellow, plus 20% black.)

Fonts

► All fonts used should be OpenType, Type 1, PostScript, TrueType — embedded or outlined.

► For legibility, we recommend using type sized at 8 point or larger. Smaller type loses definition on press. Minimum font size is 6 point.

► Reverse type is acceptable, but should be no less than 10 point for sans serif fonts (like Helvetica) and no less than 12 point for serif fonts (like Times Roman). Avoid using delicate fonts in reverse.

► Background screens with reverse type should not be less than 50%. Screened type reversing out of solid black or other dark colour should be at least 20% for best legibility and must not exceed 40%.

► Prepare BLACK TEXT as 100% Process Black. Black text should never be prepared as RGB or CMYK. This will result in 4-colour text which could be difficult to read.

SENDING YOUR AD

► Please label your file in the following format: **YourOrganizationName_MonthYear.pdf**.
(For example: Tafelmusik_Sept2012.pdf)

► If your submission is smaller than 20MB, email final artwork well before the deadline to: **adart@thewholenote.com**.

► Include your organization's name and publication month, as above, in the email's subject line.

► If your submission is larger than 20MB, please upload artwork to our FTP site. Contact us for log in and password information: systems@thewholenote.com.

> **PLEASE NOTE** that submitted files that do not comply with these specifications may result in extra charges to the advertiser.

CONTACT US

► Production inquiries: adart@thewholenote.com or phone 416-323-2232 ext 25.

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