








LQ Ad Sizes & Mechanical Requirements

ad format	non bleed material size	trimmed bleed material size	bleed material size
 Double page spread	15.13 × 9.88"	16.75 × 10.88"	17.00 × 11.13"
 Full page	7 × 9.88"	8.38 × 10.88"	8.63 × 11.13"
 1/2 page horizontal spread	15.13 × 4.88"	16.75 × 5.38"	17.00 × 5.5"
 1/2 page horizontal	7 × 4.88"	8.38 × 5.38"	8.63 × 5.5"
 1/2 page island	4.62 × 7.38"	5.42 × 7.93"	5.53 × 8.05"

mechanical requirements

LQ requires high-resolution PDF or PDF/X-1A digital files for full-page ads and two separate PDF or PDF/X-1A files for double-page spreads. Ensure all fonts are embedded.

Ads are to be supplied as CMYK. No RGB and no matched colours except cover positions.

Bleed ads must include bleed allowance of 1/8" (.125) on all four sides as indicated in the bleed material sizes above.

Set trim marks to a 12pt offset to ensure proper position on the page, other wise the publication will determine position.

Do not use PC TrueType fonts.

No JPEG images due to lossy compression. TIFF or EPS images are preferred.

Compress images using TIFF LZW compression only.

Images must be a minimum of 300 dpi.

UCR: 280% maximum for #3 coated stock.

Refer to Magazine Advertising Canadian (MAC) Specifications for further details.

COLOUR PROOFS

Press run-to proofs must accompany digital files and should print from the digital files.

Proofs should be MAC-approved and have GATF/SWOP standard colour bars.

When providing non-half-tone digital proofs, allowance for reproduction quality should be considered.

Colour laser proofs are not acceptable as press run-to proofs.