



exclaim! *c#

MAGAZINE ARTWORK SPECIFICATIONS

FILE NAMING

All submitted files should be named similar to the following:
Company_Exclaim_run date. (file extension)
i.e., XYZCompany_Exclaim_1015.pdf

DELIVERY

Email files under 12 MB
to ads@exclaim.ca
For larger files use
<https://exclaimdotca.wetransfer.com>

FILE TYPES ACCEPTED

No bleed is required
.PDF (PDF-X/1a:2001)
.TIF
.JPG

PRODUCTION SPECS

COLOUR MODE: CMYK

All elements in supplied files that are not CMYK (i.e., Spot, RGB) will be automatically converted to CMYK using our colour management software.

COLDSET NEWSPRINT

Imaging Resolution **1200 dpi**
Image Resolution **300 dpi**
Monochrome Elements **1200 dpi**
Maximum Total Area Coverage (TAC) **220%**
CMYK ICC Input Profile ISO Newspaper **26v4**
Minimum Text Size (single colour) **10 pt**
Minimum Text Size (2+ colours) **12 pt**
Minimum Knockout Text Size **12 pt**
Overprint blackup to size of **24 pt**
Knockout black starting at size of **24 pt**
Minimum reproducible dot **3%**
Maximum reproducible dot **90%**

Files supplied over the maximum 220% TAC (Total Area Coverage) will be automatically converted using our colour management software to meet the standard for the printing process.

PRODUCTION CHARGES

Exclaim! does not accept responsibility for the reproduction when materials do not meet these specifications. Exclaim! reserves the right to charge back client for additional production costs when materials do not meet these specifications.

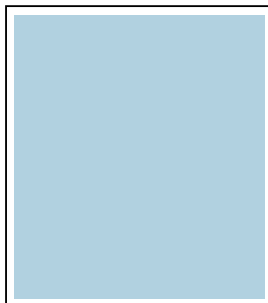
DOUBLE PAGE SPREAD

20" width
10" height



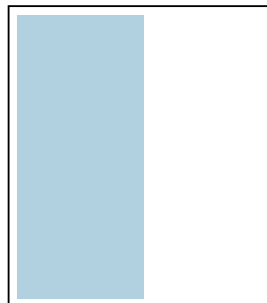
FULL PAGE

9.5" width
10" height



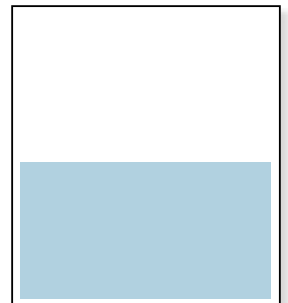
HALF PAGE vertical

4.7" width
10" height



HALF PAGE horizontal

9.5" width
4.95" height



* Artwork does not require bleed or type safety