

# Electronic Advertising Guidelines

## Effective January 2014

---

The Hamilton Spectator is fully set up to receive electronic advertising via email, ftp or CD/DVD, in Macintosh. Note to PC users: We will accept properly prepared EPS and PDF files that require no modification.

The following is a list of procedures, software and hardware which we support. The Hamilton Spectator will not be liable for any errors resulting from incorrect advertising materials received from an outside source which do not meet these specifications. We will attempt to ensure trouble free output but the liability rests with the supplier of the advertising materials.

---

### Electronic Material Deadlines

Your electronic advertising material must be received by The Hamilton Spectator no later than 4 p.m. EST 2 days prior to insertion for regular ROP. For pre-printed sections please contact your representative for deadlines.

---

### Software/Hardware Compatibility

The Hamilton Spectator is a Macintosh computer environment and is equipped to receive files in the following software formats:

- Adobe InDesign CS3 (preferred) but up to CS6
- Quark Xpress (will be converted to InDesign) (all fonts & Images included)
- Adobe Photoshop CS3 (saved as a binary EPS or uncompressed TIFF)
- Adobe Illustrator CS3 (saved as an Illustrator EPS with fonts outlined)
- Adobe Acrobat PDF
- Placeable EPS (with fonts outlined or text exported as curves)

Transport Media accepted: CD/DVD, FTP (see below for details), AdDrop (see page 3 for details).

---

### Preparing Files

To avoid reproduction problems:

- Include all printer and screen fonts and supporting graphics with your file. If fonts are not included, the Hamilton Spectator will attempt to match the missing font as closely as possible.
  - Ensure all colour is set for process separation/CMYK printing. Knockouts and colour trapping are the responsibility of the advertiser
  - DCS files are not acceptable
  - Confirm that the file is prepared to the size which it has been booked
  - If the ad is to run B/W, be sure there are no colour components
  - Placed image reductions of more than 20% are not recommended.
  - Ensure all images are in either TIFF or EPS format. When saving a file in EPS format, in the EPS Options Window, select Macintosh (8 bits/pixel) Preview and Binary Encoding. Do not use JPEG compression of any kind. Leave all other options unchecked. When saving a file in TIFF format, set the Byte Order to Macintosh. Do not use LZW Compression.
- 

### Electronic Transfer

Before uploading your ad, please compress all the necessary files into a single archive using file compression software such as Stuffit. (This is crucial to maintaining the integrity of your files). The filename should not contain any slashes(/ or \), spaces, commas, question marks (?) or ampersands (&). Limit filenames to 28 characters. Please do not create folders on our FTP site.

- Fax a hard copy of the advertisement(s) to your Hamilton Spectator representative if sending via email or ftp or include with disk Fax #: 905-526-9205

#### FTP SITE

HOST: 192.206.151.19

User ID: specads

Password: specads

#### Client/Agency FTP:

Fax copy of advertisement, site instructions, file name and contact name and number to (905) 526-9205.

#### Web upload

adrop.thespec.com

(then follow the instructions on page 3)

## COLOUR, BLACK & WHITE GUIDELINES

### REPRODUCTION

- **Screen Ruling:** (100 lines per inch)
  - **Tonal Ranges:**
    - Highlight** – 10% in area intended to reproduce as the whitest white or light colour with detail.
    - Midtone** – Placement will vary with the tonal range of the original. Set to compensate for approximately 30% total gain in the midtone area. A 50% dot on film will measure as approximately 80% printed dot.
    - Shadow** – 85% in shadow areas intended to hold detail. Greater than 90% will print solid.
  - **Graphic Colour (Screen Tints):**
    - Minimum reproducible screen tint,
    - Any tint 80% or higher will print solid
- Ensure all colour images are converted to CMYK. (RGB colour mode images may print as grayscale)
- **Resolution guidelines:**

Colour and Grayscale Images	200 dpi
Bitmap Images	600 dpi

### TYPE

- **Reverse Type:** 10 pt. sans serif acceptable reversed in solid black only. Otherwise, less than 14 pt. reversed in areas having at least 50% tone value in black. Screened type reversed in solid black must not exceed value of 20% black.
- **Surprint Type:** Type should not be surprinted in areas that exceed 30% screen tint value.

### FAX & PHONE NUMBERS

#### Fax Numbers:

National/Multi Market ..... 905-526-9205  
 Local Retail..... 905-522-1696  
 Classified Advertising ..... 905-526-6779

#### Phone Numbers:

Main Switchboard ..... 905-526-3333  
 Advertising Switchboard..... 905-526-3477  
 Classified ..... 905-527-5555



## MECHANICAL REQUIREMENTS Retail

1 col.	5 p 4.8	0.9"
2 col.	11 p 9.6	1.967"
3 col.	18 p 2.4	3.033"
4 col.	24 p 7.2	4.1"
5 col.	31 p	5.167"
6 col.	37 p 4.8	6.233"
7 col.	43 p 9.6	7.3"
8 col.	50 p 2.4	8.367"
10 col.	63 p	10.5"
9 col.	not available	

### Ad depth measurement: agate lines

*Broadsheet: 10 Column*

Full column depth: 307 agate lines or 21.929" deep

*Tabloid: 10 Column*

Full column depth: 142 agate lines or 10.143" deep

### Broadsheet & Tab Double Truck

21 Columns - or 22" wide

**Advertisements that exceed 90% of the depth space of a column will be charged for 100% of the column.**

## Tabloid Special Features

1/8 pg.	31 pica x 34 agate
1/4 pg.	31 pica x 70 agate 1/2 pg.
horz.	63 pica x 70 agate 1/2 pg.
vert.	31 pica x 142 agate
Full pg. image size	63 pica x 142 agate
Inside Banner	63 pica x 34 agate



# AdDrop



## Uploading Your Finished Ad

### STEP #1

Access AdDrop using your web browser:  
<http://addrop.thespec.com>

### STEP #2

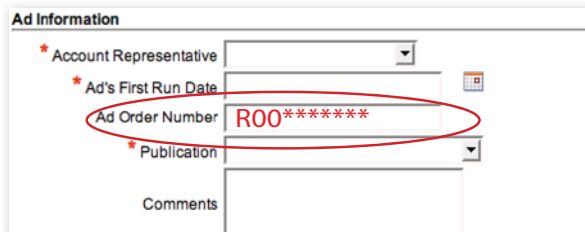
Click on the button for uploading Camera Ready (the one at the top of this column).

### STEP #3

Fill out the form with your information.  
Fields preceded with a red asterisk are mandatory.

### STEP #4

Although not required, it is extremely useful to enter the "Ad Order Number" – if you have it.



Ad Information	
* Account Representative	<input type="text"/>
* Ad's First Run Date	<input type="text"/>
Ad Order Number	R00*****
* Publication	<input type="text"/>
Comments	<input type="text"/>

### STEP #5

Click on the "Browse..." button and locate your high resolution pdf or eps file.

### STEP #6

Click on the "Upload File Now" button.

### STEP #7

In the next window click the "Done" button.



## Uploading Components For Your Ad

### STEP #1

Access AdDrop using your web browser:  
<http://addrop.thespec.com>

### STEP #2

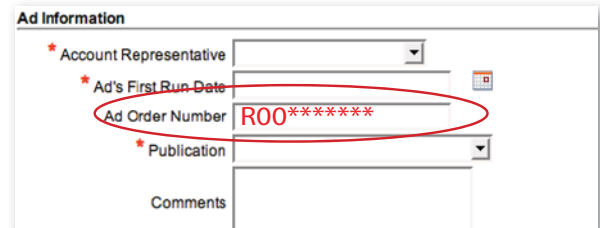
Click on the button for uploading component artwork (the one at the top of this column).

### STEP #3

Fill out the form with your information.  
Fields preceded with a red asterisk are mandatory.

### STEP #4

Although not required, it is extremely useful to enter the "Ad Order Number" – if you have it.



Ad Information	
* Account Representative	<input type="text"/>
* Ad's First Run Date	<input type="text"/>
Ad Order Number	R00*****
* Publication	<input type="text"/>
Comments	<input type="text"/>

### STEP #5

Click on the "Browse..." button and locate your artwork, text, layout or other component file.

### STEP #6

You can upload multiple files. If you need to upload more than five files click on the "Attach More Files" link and more upload fields will be added.

### STEP #7

Click on the "Upload File Now" button.

### STEP #8

In the next window click the "Done" button.