

2016 Media Kit



THE VOICE OF OUR COMMUNITY

Since 1846, The Hamilton Spectator has been the voice of our community providing credible, comprehensive and award-winning journalism. We carry on this tradition each day offering a trusted news source across multiple platforms.

Every week, The Hamilton Spectator reaches over 419,000 readers 12+ in the Hamilton market!

TheSpec.com is the most visited site in the area with over 7.1 Million Page Views Monthly and 1.5 Million Unique Visitors!

Readership – The Hamilton Spectator

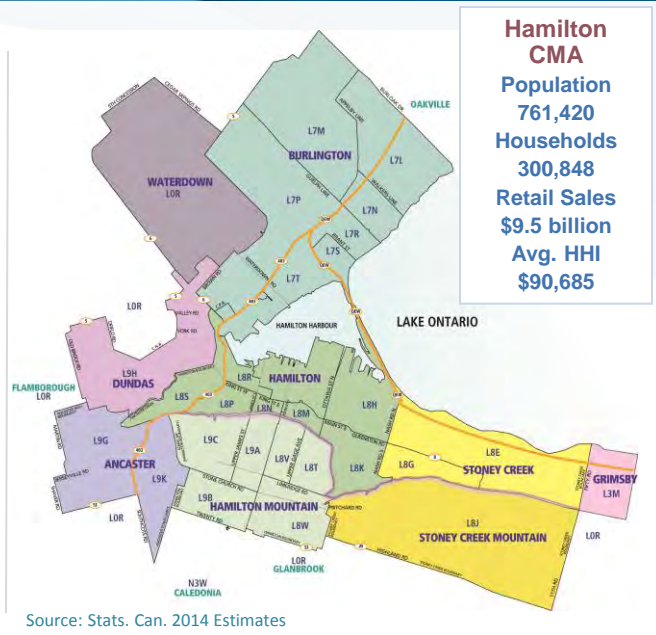
CIRCULATION

Weekday **113,052**
 Saturday **116,191**
 Source: CCAB 2015

READERS (PRINT / ONLINE)

Average Weekday Issue Readership **287,000**
 Average Saturday Issue Readership **281,000**
 Total Weekly Readership **419,000**

Base: Hamilton CMA 12+ (675,000)
 Source: Vividata 2016 Q1
 Readership based on Print/Digital

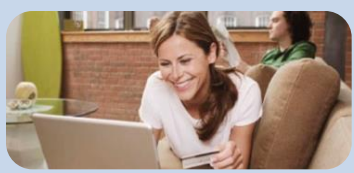


Print & Online – A Powerful Combination!

Demographic Profile - Print and Online Readers

Spectator Readers are:

Established
 Knowledgeable
 Educated
 Accomplished



SPECTATOR READERS	PRINT (%)	ONLINE (%)
Male	49	46
Female	51	54
AGE DISTRIBUTION		
12-17	9	10
18-34	22	33
35-49	18	25
50-64	24	18
65+	26	12
Baby Boomers (1945-1965)	38	26
EDUCATION		
College/University Graduates	53	53
OCCUPATION		
Managers/Professionals	21	26
Technical/Sales/Teaching/Clerical	21	24
HOUSEHOLD INCOME		
\$50,000 +	64	70
\$75,000 +	44	50
\$100,000 +	28	31
HOUSEHOLD STATUS		
Own	73	71
Rent	27	29

Source: Vividata 2016 Q1
 Weekly Cume Print (352,000) and Online Readership (213,000)

Specialty Initiatives

Reach Hamilton's Diverse Consumer and Business Audience with our **AWARD-WINNING** Special Sections, Products and Digital Solutions!

- A medium should be able to **reach both wide and targeted audiences, and should impact on consumer buying decisions**. It should also meet consumer expectations for quality and usefulness, thereby increasing its advertising effectiveness.
- The Hamilton Spectator has a wide reach, and impact on consumers. The Spectator **delivers strength to marketing strategies**, by reaching shoppers effectively by providing unique targeting opportunities **through our special sections, feature pages, and other unique products**. The newspaper is the most frequently used advertising medium.
- Improve your market share by reaching viewers online with advertising combination opportunities with the most trusted online news and information resource, thespec.com. We also **offer custom digital and print publishing solutions** and can create a marketing campaign to suit your needs.



Creative Opportunities

The Hamilton Spectator has many creative ad shapes, products and placements available. These shapes are all designed to fit with our award winning editorial.

If there are other creative impact executions that you are interested in and would like to explore, please contact your local rep.

Khawaja targeted
Terror suspect set sights on Westerners, says...
Introducing Club Sobeys.
clubAbby

Imposter on Facebook links link to fan victim
Facebook profile can be...
Join today for one of four chances to WIN 1,000,000 bonus points.*
Offer valid from September 19 - October 19, 2018

Animal rights at Thetford CI
Activists conduct annual...
THE FAST MOST PE
Call 1-888-488-8277

WYNNES WORLD
In the second of three party leader profiles, Liberal Leader Kathleen Wynne talks about her passion for people and politics A6

THURSDAY
THE HAMILTON SPECTATOR
THURSDAY, JUNE 8, 2014

Three Mounties killed
Moncton, N.B., RCMP launch manhunt for a 24-year-old suspect

75 years of love and marriage
The first time Roy Bed saw his wife Ethel he just knew: "I loved her then and I still do now"

East-end air monitoring station shuttered
Pollution

BUY NOW BUY ONE GET ONE 50% OFF THE REGULAR RETAIL VALUE

metrolandmedia

ECCO EVENT SATURDAY JUNE 7TH, 2014 \$15.00 OFF

ecco

Days after deadly quake, illages still wait for help
Bus bombing in Pakistan kills 18

ZE \$802,000 DEER RIDGE HOME!
See model 4, 2011...
K Drive, Kitchener
by2004Home.com

Appeal g... cluding s
Chinese ships still intruding in Japanese waters, Japan's PM says

Anti-Aging Special Offer
BUY 1, GET 1 FREE!
Buy any Vichy anti-aging product (day or night) & receive a regular size anti-aging eye care of your choice* for FREE.

VICHY

ADDITIONAL OPPORTUNITIES

- Homefinder.ca
- Inserts
- Post-it Notes
- Mobile Advertising
- Autocatch.ca
- Flyer Jackets
- Belly Bands
- Custom Publishing Solutions
- LocalWork.ca
- Sponsorships
- Consumer Shows
- Province-wide Online/Digital
- Lifenews.ca
- Save.ca
- WagJag.com
- Faux Post-It Notes
- EarLug
- Spine Ads

CONTENT SOLUTIONS - IN YOUR NEIGHBOURHOOD

This program leverages the SEO power of thespec.com and the Metroland Media Network. Fully searchable across our entire network and includes articles, video and pre-roll, impressions and links to website, social media, etc.

DIGITAL ADVERTISING PROGRAMS

Online impressions extend your audience and drive digital business strategies forward. Banner programs can include site takeovers, wallpaper, video overlay and page peels.

PRINTERNET BUNDLES

Combining the reach and distribution of print and digital is a powerful formula. GO Ask offers full broadsheet pages and Video and ensure prolonged shelf life.

WEBSITE DESIGN

A website is your calling card, your online storefront. We offer design services from stock to custom, Responsive and Mobile based on your needs assessment

SOCIAL MEDIA MANAGEMENT

Social Media is a good medium for portraying your brand the way that you want it to be seen. We provide set up and management of all channels as well as training to get you on your way...

CONTESTS

Contesting can be an effective way to engage new customers and develop Social Media networks. Facebook Page Contests, Landing Pages.

SEARCH

Potential Customers research online first before making purchasing decisions. Ranking high in search is fundamental to your business. We execute both Search Engine Optimization (SEO) & Pay Per Click (PPC) Programs, optimizing your business for both paid and organic search.

THE SPECTATOR MULTIMEDIA

Exclusive "Specialty Channel" that offers an alternate distribution point for your video content from a portal that updates content daily.

Digital – Standard Executions

BANNER SOLUTIONS FROM DESKTOP TO MOBILE

thespec.com reaches your customer wherever their day takes them...ensure your advertising message follows...book your advertising campaign across our complete Metroland Network

MONTHLY PAGE VIEWS: Total 7.6 Million

- Total Average Desktop/Mobile Opt: 4.9 million
- Total Average Mobile App: 2.7 million

MONTHLY UNIQUE VISITORS: Total 1.3 Million

- Total Average Desktop/Mobile Opt: 1,272,075
- Total Average Mobile App: 16,995

Source: Omniture/Speed (Avg. 2014)

BANNERS AND BIG BOXES AVAILABLE ACROSS ALL DEVICES STARTING FROM \$15 CPM

DESKTOP

Banners: 728 x 90
Big Boxes: 300 x 250
Skyscraper: 300 x 600



MOBILE OPTIMIZED for Tablet

Banners: Native App: 728 x 90
Big Boxes:
Standard: 300 x 250
Tall Box: 300 x 600

MOBILE APP

Banners:
iPhone: 300 x 50
BB and Android: TBD



Submit Creative in the Following Sizes:

Banner 728 x 90; Big Box 300 x 250; Banner 300 x 50

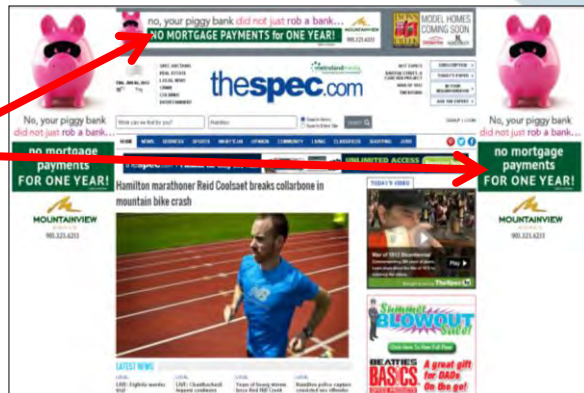
HOW TO BOOK: Make size selection (i.e.. Big Box OR Banner OR Both), contact your local rep with separate URL for Smartphone mobile optimized page redirects

SITE TAKE-OVER'S

- ❖ Site take-over's/wallpaper dominate the home page
- ❖ Wallpaper take-over's include on banner size (ie) leaderboard, however big box and pushdown banners can be added to enhance the takeover experience.
- ❖ Click thru URL from banner inventory only

Take-Over Pricing

Home Page Wallpaper + Leaderboard: \$1,700
 Home Page Wallpaper + Leaderboard + Big Box: \$3,060
 Home Page Wallpaper + Leaderboard + Big Box + Pushdown Banner: \$4,760



NATIVE ADVERTISING

- ❖ Content functions like Editorial Content; aligns with the native user experience
- ❖ Ads are consumed in the same way that user views editorial content
- ❖ Native Advertising has both desktop and mobile site applications
- ❖ Client content and video can be deployed through this strategy

Pricing

- \$25/000
- +250K Impressions: \$22/000
- 1 Million Impressions: \$20/000

VIDEO OVERLAY



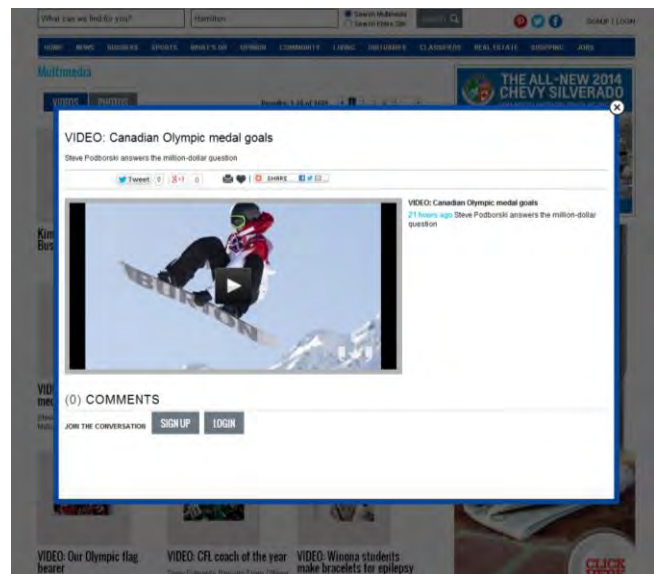
- ❖ Big Box “roll over” to Video Overlay
- ❖ Video Overlay covers thespec.com home page
- ❖ Overlay Box content is clickable to selected URL
- ❖ Overlay box plays video directly. Great opportunity to engage our reader longer, to tell more of your story

Pricing

- \$25/000
- +250K Impressions: \$22/000
- 1 Million Impressions: \$20/000

NEWS ARTICLE PRE-ROLL VIDEO

- ❖ Pre-Roll Video is a form of advertising that viewers watch prior to their video selection
- ❖ Pre-Roll video is one of the fastest growing forms of advertising
- ❖ Pre-Roll video ensures that your ad will be seen
- ❖ Interactive Pre-Roll video gives customers a reason to find out more about your business
- ❖ **Specs:** MP4 / 512 x 288



Digital Creative Opportunity - Layar



WHAT IS AUGMENTED REALITY?

Augmented reality (AR) allows digital content – videos, images, links – to be connected to items in the physical world. AR is making waves in the print industry by helping to bridge the gap between print and digital.

WHAT IS LAYAR?

Layar is the world's leading platform for AR and interactive print. It enable publishers and advertisers to enrich their print material with engaging digital experiences.

THE LAYAR EXPERIENCE

Scan print materials enhanced with Layar to view rich digital experiences and interact with your world in a whole new way! See print come alive with videos right on the page, easily buy items with direct mobile shopping and connect with links to web content and share items on social media.

HOW DOES IT WORK?



Download the free Layar app to your Smartphone or tablet (only available on participating iOS and Android devices) at www.layar.com/download/



Scan the page



Discover bonus interactive content

WHAT'S IN IT FOR YOU?

- Bring static advertising to life with videos and photo slideshows
- Interact with your audience
- Drive traffic directly to your website and social media channels

Insert Program

DAY OF THE WEEK	SCHEDULE	TOTAL QUANTITY AVAILABLE	BOOKING DEADLINES	MATERIAL DELIVERY DEADLINE
Tuesday	Full Subscribers and SCS	89,400	Tuesday Prior	2pm Tuesday Prior
Wednesday	Full Subscribers and SCS	85,000	Wednesday Prior	2pm Wednesday Prior
Thursday	Full Subscribers and SCS	85,400	Thursday Prior	2pm Thursday Prior
Friday	Full Subscribers and SCS	86,100	Thursday Prior	2pm Friday Prior
Saturday	Full Subscribers and SCS	91,500	Friday Prior	2pm Friday Prior

*Monday through Thursday are available by request for special sized products and catalogues

SHIPPER ADDRESS: 44 Frid Street, Hamilton, Ontario L8N 3G3

RECEIVING HOURS: Monday - Friday 7:15am-2pm

MINIMUM BOOKING QUANTITY: Tuesday or Wednesday – 20,000; Thursday, Friday or Saturday – 40,000

DELIVERY OF FLYERS/SPECIAL PRODUCTS:

Arrival: No less than 5 business days and no more than 10

SIZE SPECIFICATIONS:

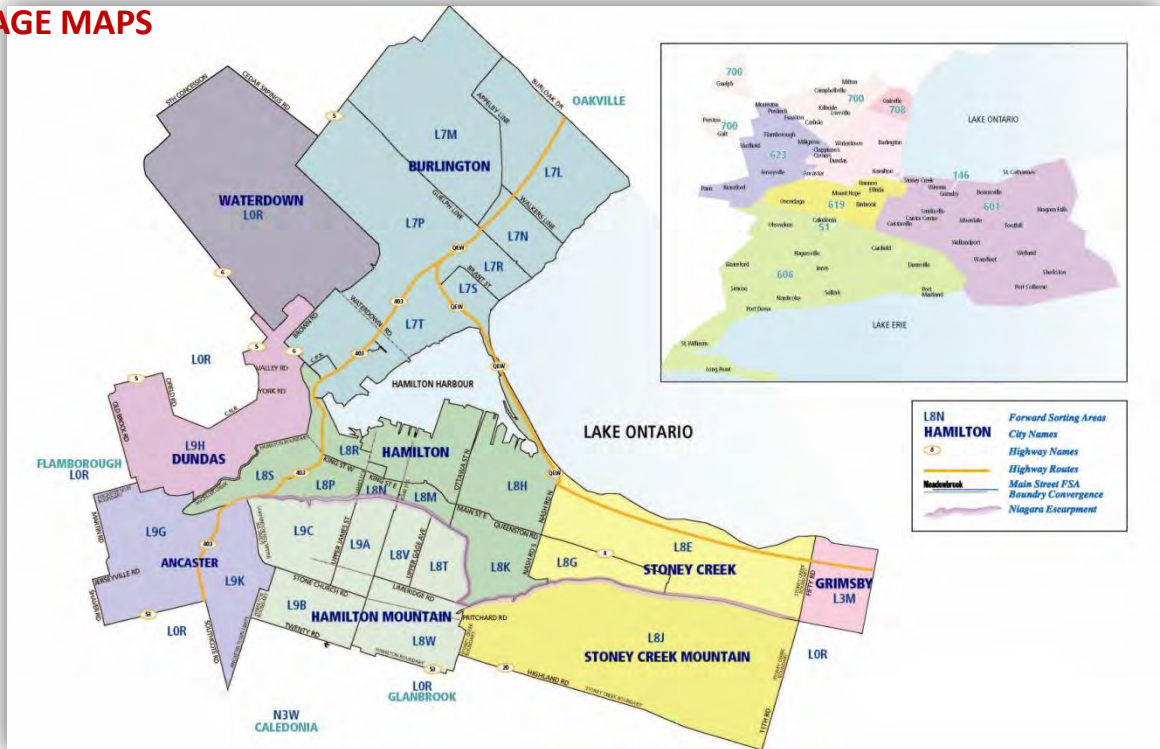
Min: 5" width by 8" length (fold or spine must be 8" side)

Max: 11 ½" width by 11 ¼" length (fold or spine must be 11 ¼" side)

SPECIAL PRODUCTS:

Reservation: 2 weeks prior (Monday through Thursday only)

COVERAGE MAPS



Testimonials

“Top of mind awareness is always something A-Plus Air strives to achieve and we want people to recognize our company, not just for sales and specials, but to remember us when they need a quality HVAC repair. We need to ensure a good mix of marketing is part of that strategy. The Hamilton Spectator, offers us an advertising campaign that serves all areas and it works. We measure our advertising efforts, so it’s nice to see when **an ad campaign works**. Like a twitter inquiry, a blog email, or a QR code access all tied with our print ad campaigns. We choose **The Spec - it works!**”

A PLUS AIR

Seasonal Sales Event
Put some money back in your pocket!

aplusair.ca
EXPECT MORE COMFORT

Carrier
turn to the experts

- Watch for Carrier Cool Cash Rebates up to \$ 1450.00*
- OPA Rebates* offering up to \$ 600.00 (still going strong)
- A-PLUS AIR offering FREE** Humidifier or Air Cleaner

Visit our Show Room

3100 South Service Road Hill 110
Mississauga, ON
905-285-6450
905-285-3778

“Romano’s had done very little advertising until recently. Linking up with The Spectator allowed us to get our message out. This year **we saw a 17% increase in sales from 2012** thanks in a large part I believe to the consistent, creative advertising we had with The Hamilton Spectator.”

MICHAEL GRIS, ROMANO’S RISTORANTE

This Holiday Season...
Treat Someone to

AUTHENTIC ITALIAN CUISINE
and let us treat you as well!

Experience \$1000 Dining Gift Card and more for only \$299 Living Gift Card to you!

1275 RYMAL RD E HAMILTON
905-387-6641
www.romanosristorante.com

“I came across an ad on **Facebook** which was picked up from a **Twitter** post that featured our son in the Hamilton Spectator. In Saskatchewan, the ad has **gone viral** and Jackson is **getting a lot of attention**. We are proud to be from Saskatchewan and the way the Roughrider organization reached out to Hamilton fans. We are honoured that Jackson’s picture was chosen for this ad.”

COLLEEN, PARENT AND READER OF NEWSPAPERS

Let's shake.

After the game, Coach Chumbley and Coach Austin shook hands. Today, our fans were to shake your hands.

We share a history with Tiger Team.

We understand your passion.

And you understand ours.

We get that you wear it every game.

And because of that we understand more than anyone the pain of loss, and the joy of victory.

Roughriders and Hamiltonians you considered the best fan bases in the league. That is a big part of what made Stray Cat what we had become an amazing. And it's what made Hamilton's game of the year challenging and exciting.

We try our best to reach every one of you. And we look forward to our spring when we will start another chapter in our rich history.

Sincerely,

Jim Brown, President and CEO
Ryan Brinkman, Coach

“We have been loyal advertisers in the Spectator for years. **Connecting with Spectator readership continues to be a big part of the growth of our family business**. Their creative solutions go a long way in helping us with our media purchasing decisions. Thank you Spectator!”

MAXIMA TOURS

MAXIMA TOURS BOOK TODAY!

- Eastern Caribbean Cruise** (Feb 20-27) \$1499
- OMGAGO** (Feb 20-27) \$1499
- Fun in Atlantic City** (Feb 20-27) \$1499
- The Essential China** (Feb 20-27) \$1499
- Nashville & Memphis** (Feb 20-27) \$1499

905-561-5444
www.maximatours.com

“When we need to get the message out about our great price opportunities we have **always turned to the Hamilton Spectator** and have been doing so **for over 55 years!**”

FIRST CHOICE HAIRCUTTERS

HAIRCRAFTERS
CUSTOMER APPRECIATION DAYS!

THURS. JANUARY 24th THROUGH SAT. FEBRUARY 2nd 2013

COLOUR OR PERM

*Buy flow and receive 1 certificate sale

ONLY \$59.50

BONUS OFFER
FREE

For locations go to:
www.haircrafterscanada.com

Digital Rate Card

IMPRESSIONS - STANDARD TARGETING

AD UNIT	IMPRESSIONS	EXECUTION	RATES (CPM)
Leaderboard, Big Box, Double Skyscraper, Mini Banner, Mobile	10,000 to 249,999	RON/ROS, IP Targeting	\$15
	250,000 to 999,999	RON/ROS, IP Targeting	\$12
	1,000,000 +	RON/ROS, IP Targeting	\$10
Pushdown	Rotational	Homepage	\$40
	10,000 to 249,999	RON/ROS, IP Targeting	\$25
Native Ads Or Video Overlay	250,000 to 999,999	RON/ROS, IP Targeting	\$22
	1,000,000 +	RON/ROS, IP Targeting	\$20

FOR AVAILABILITY - CONTACT YOUR LOCAL SALES REP

IMPRESSIONS - SPECIAL TARGETING

SPECIAL EXECUTION	WEBSITE	OPTIONS	AD UNITS	PREMIUM
Sections / Segments	Any Metroland Section	Home, News, Business, Sports, What's On, Community, Living, IP, Other	Leaderboard, Big Box,	Add \$5 CPM
		News Junkies, People & Pets, Event Goers, Movers & Improvers, Bargain Hunters & Motorists	Double Skyscraper, Mini Banner, Mobile	
	RON - User Segment (US)			

IN YOUR NEIGHBOURHOOD

PRODUCT	EXECUTION	DETAILS	RATE
Business Profile	Metroland Network	Annual Contract, Unlimited Updates	\$4,909
4-Pack Articles	Community Site	Written & Hosted	\$1,000
4-Pack Articles	Spec/Record	Written & Hosted	\$1,400
8-Pack Articles	Community Site	Written & Hosted	\$1,750
8-Pack Articles	Spec/Record	Written & Hosted	\$2,450
12-Pack Articles	Community Site	Written & Hosted	\$2,500
12-Pack Articles	Spec/Record	Written & Hosted	\$3,500

IYN 2013 RENEWALS ONLY

PACKAGE	DETAILS	RATE
Renewal Special #1	Business Profile, previous article hosting, 12 new articles written & hosted, 100,000 Native ad Impressions (RON w/ IP only)	Only offered to IYN renewals from 2013 within 30 days of expiry. *76,000 bonus impressions included Community Site \$3,600 Spec or Record \$4,600
Renewal Special #2	Business Profile, previous article hosting, 150,000 Native ad Impressions (RON w/ IP only)	Only offered to IYN renewals from 2013 within 30 days of expiry. *60,000 bonus impressions included Any Site \$2,750

Digital Rate Card

A LA CARTE

PRODUCT	EXECUTION	DETAILS	RATE
Article (Written Only)	N/A	Written & delivered to client	\$100
Article Hosting	Community Site	Cost per article, 12 months	\$150
Article Hosting	Spec/Record	Cost per article, 12 months	\$250
Article Written & Hosting	Community Site	Approx. 350 words, optimized for search	\$250
Article Written & Hosting	Spec/Record		\$350
Responsive Website	5 page template	Annual Contract, Unlimited Updates	\$85/month
Basic 30 sec. video	1.5 hr single location shoot	Includes 1 edit and delivery	\$1,500

SAVE.CA

PRODUCT	EXECUTION	DETAILS	RATE
Digital Flyer or Deal	1 region (excluding Toronto)	Unlimited Category Tagging	\$120
	All of Toronto		\$240
	Unlimited Tagging	Plus cost of Flyer	\$30
Save.ca Bundle	1 deal or flyer + 10,000 imps	Impressions served on Save.ca/IP only	\$199
Save.ca Bundle Toronto	1 deal or flyer + 10,000 imps	Impressions served on Save.ca/IP only	\$319

FOR IMPRESSIONS AVAILABILITY OR CUSTOM QUOTES, PLEASE CONTACT YOUR LOCAL SALES REP

Rate Card Effective January 1, 2016

Advertising Rates

FULL PAGE SIZE

10 columns x 307 lines

- Weekday Sections: A Section, Go Section, Classified, Sports, Wheels (Thursday)
- Weekend Sections: A Section (News), Go Weekend with full Arts & Entertainment Coverage, Classified, Sports, New Homes and Spec Homes

YOUR CONTRACT	MON – FRI	SATURDAY
Flat Rate	\$6.08	\$7.19
\$2,500	5.23	6.18
\$5,000	4.99	5.89
\$10,000	4.34	5.13
\$20,000	4.15	4.91
\$25,000	4.10	4.85
\$35,000	3.96	4.67
\$50,000	3.84	4.55
\$75,000	3.83	4.53
\$100,000	3.81	4.52
\$125,000	3.80	4.49
\$150,000	3.78	4.47
\$200,000	3.74	4.45
\$250,000	3.73	4.44
\$350,000	3.63	4.29
\$500,000	3.50	4.15
\$1,000,000	3.44	4.09
\$1,500,000	3.39	4.04
\$2,000,000	3.33	3.95
COLOUR	\$2,610	\$3,160

BANNER AD PRICING (Includes Process Colour)

- Front Page – 10 columns x 30 lines
- Section Front (GO & Sports) and Page 3 (A3 & GO) – 10 columns x 40 lines

	1X	6X	13X	26X	52X
FRONT PAGE					
Monday to Friday	\$5,000	\$3,910	\$2,980	\$2,350	\$1,950
Saturday	5,890	4,610	3,520	2,750	2,280
SECTION FRONT (GO & SPORTS)					
Monday to Friday	3,590	3,110	2,210	1,870	1,560
Saturday	4,230	3,810	2,700	2,190	1,860
PAGE 3 (A3 & GO)					
Monday to Friday	3,050	2,640	1,980	1,580	1,330
Saturday	3,600	3,240	2,300	1,880	1,570

GATEFOLD BUNDLES (Includes Process Colour)

MON.-TUES. WED.-SAT.

INDIVIDUAL PRICING

Hamilton Spectator	\$15,000	\$22,000
Waterloo Region Record	7,000	10,000
Guelph Mercury	3,500	5,000

2 PAPER BUNDLE BUY

Spectator & Record	18,500	26,000
Record & Mercury	9,000	13,000
Spectator & Mercury	16,500	21,500

3 PAPER BUNDLE BUY

20,145 29,230

4 PAPER BUNDLE BUY

19,890 28,860

(REDUCED RATE IF THE TORONTO STAR IS INCLUDED – STAR RATE NOT INCLUDED IN THIS PRICE)

Advertising rates effective January 1, 2016. All rates are in net Canadian \$ per line (unless otherwise stated), based on annual dollar volume contract commitment.

Electronic Advertising Guidelines

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

addrop.thespec.com

(then follow the instructions on page 3)

Electronic Advertising Guidelines

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	5p 4.8	0.9"	6 col	37p 4.8	6.233"
2 col	11p 9.6	1.967"	7 col	43p 9.6	7.3"
3 col	18p 2.4	3.033"	8 col	50p 2.4	8.367"
4 col	24p 7.2	4.1"	9 col	unavailable	
5 col	31p	5.167"	10 col	63p	10.5"

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

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

AdDrop – AESB Cheat Sheet

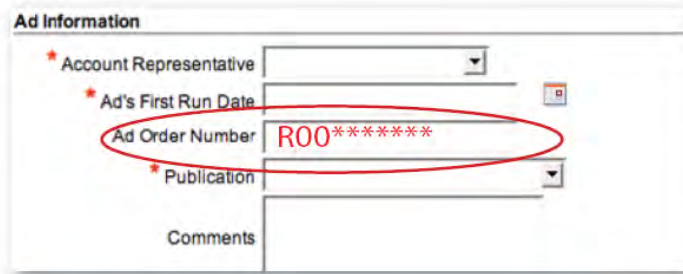
UPLOADING YOUR FINISHED AD

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.



The screenshot shows a web form titled "Ad Information". It contains several fields: "Account Representative" (a dropdown menu), "Ad's First Run Date" (a date picker), "Ad Order Number" (a text input field containing "R00*****" and circled in red), "Publication" (a dropdown menu), and "Comments" (a text area). Red asterisks are placed to the left of the first three fields, indicating they are mandatory.

STEP 5 – Click on the “Browse...” button and locate your high resolution pdf or eps file.

STEP 6 – Click on the “Upload File Note” button.

STEP 7 – In the next window click the “Done” button.

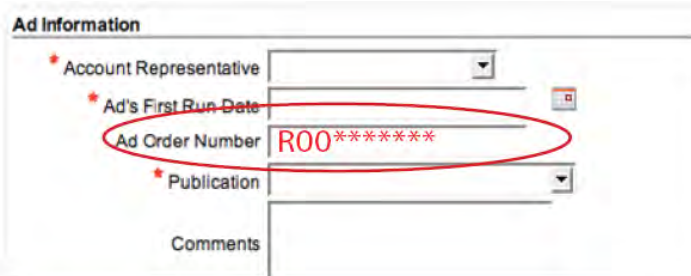
UPLOADING COMPONENTS FOR YOUR AD

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.



The screenshot shows a web form titled "Ad Information". It contains several fields: "Account Representative" (a dropdown menu), "Ad's First Run Date" (a date picker), "Ad Order Number" (a text input field containing "R00*****" and circled in red), "Publication" (a dropdown menu), and "Comments" (a text area). Red asterisks are placed to the left of the first three fields, indicating they are mandatory.

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.

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