



The recommended standards found within this book are based on ISO quality standards.

ISO stands for the International Standards Organization who is responsible for setting international quality standards, accepted and followed worldwide.

Following these standards allows for defined process control enabling correct and superior reproduction. Achieving this high level of quality means higher efficiency, controlled and improved reproduction, and greater customer satisfaction.

**Information within this spec book will change occasionally.
For the latest updates please visit our website as shown below.**

Ad templates and instructional PDFs can also be downloaded from this website.

<http://adforward.globeandmail.ca>



- This PDF was designed as a tool to allow clients an easy way to locate information required for creating and submitting ads to *The Globe and Mail*.

As such, it has been created with a high amount of functionality to provide smooth navigation throughout the document. It has also been created to allow ease-of-access to resources and downloads located at *The Globe and Mail's* advertising resource website [GlobeLink](#).

Quick reference guide

All of the information in this book is instructive and important. However, we understand that you may require access to specific information in this book in a timely fashion.

Below is a list of specific areas of information that you will require to complete and submit an ad to *The Globe and Mail* for high quality reproduction. This information is the **minimum** amount that is required and should only be used as a reference when pressed for time.

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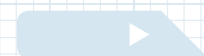




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SECTION

1.0

Newspaper ad sizes

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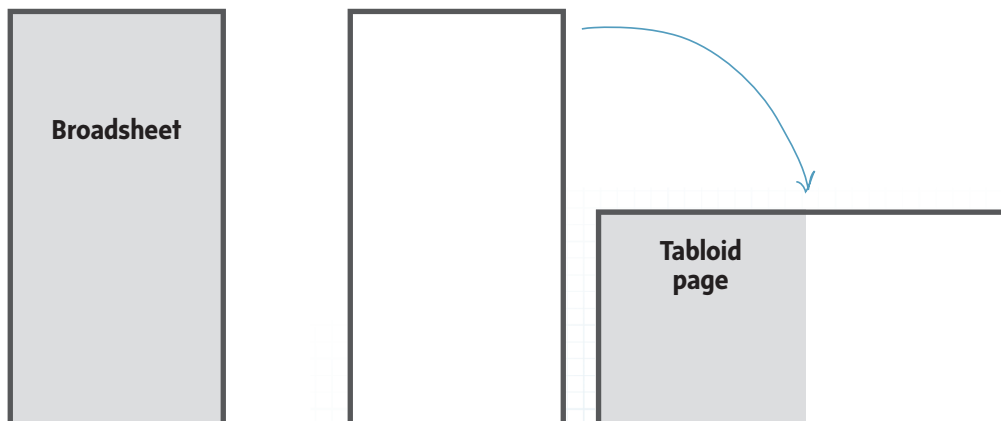
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Newspaper column sizes

The following is a chart outlining the broadsheet and tabloid column sizes for production in *The Globe and Mail* newspaper.

PLEASE NOTE Column widths for broadsheet and tabloid sections are different sizes.

Broadsheet	COLUMNS	WIDTH (inches)	Tabloid	COLUMNS	WIDTH (inches)
	1	1.69 in		1	1.57 in
	2	3.53 in		2	3.30 in
	3	5.38 in		3	5.02 in
	4	7.23 in		4	6.75 in
	5	9.09 in		5	8.50 in
	6	10.93 in		6	10.22 in



Conversion chart

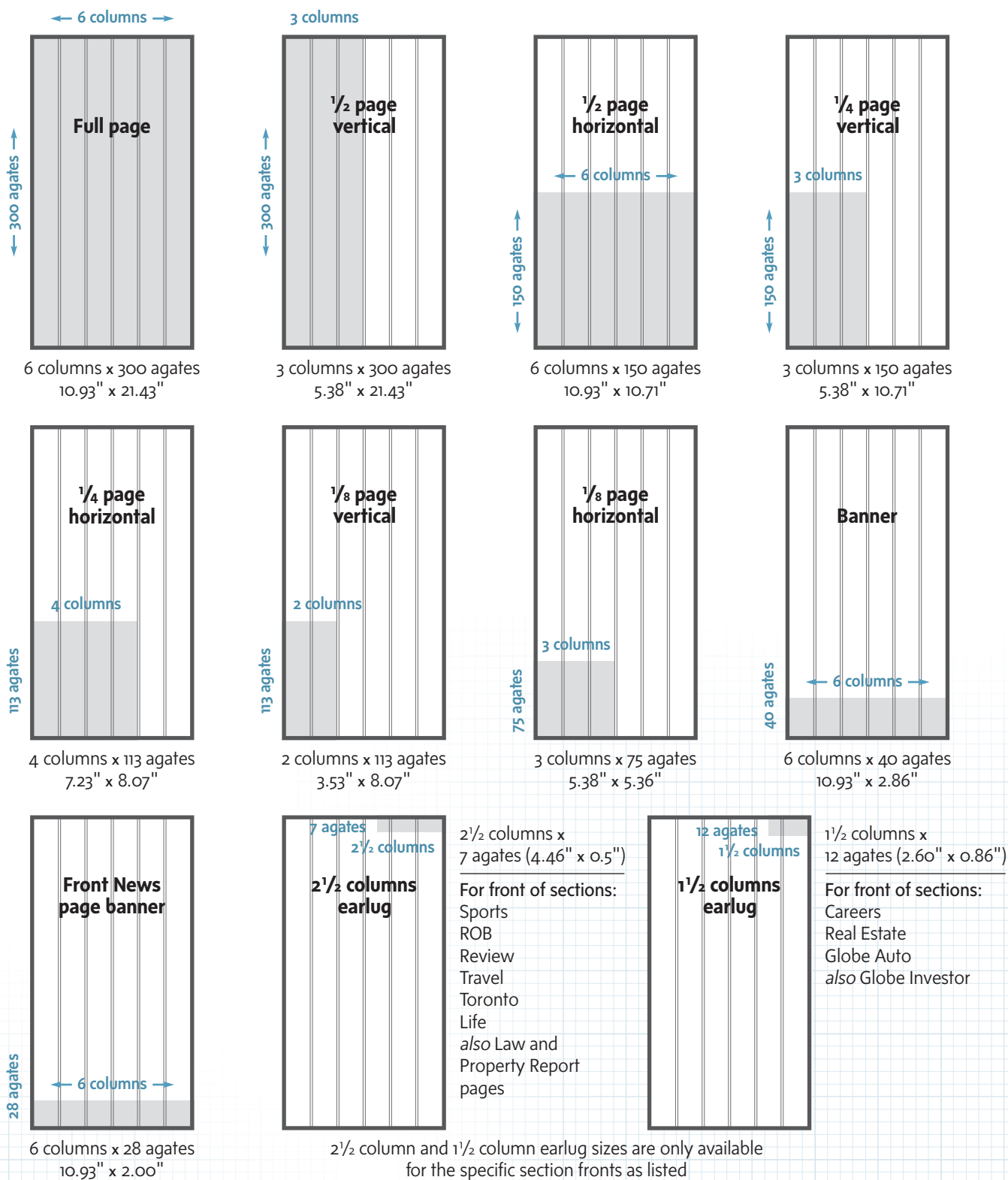
CONVERSION	CALCULATION
inches to mm	inches x 25.4
mm to inches	mm ÷ 25.4
inches to picas	inches x 6
picas to inches	picas ÷ 6 or picas x 0.16
mm to picas	mm x 0.236
picas to mm	picas x 4.23
agates to inches	agates ÷ 14
inches to agates	inches x 14



Newspaper broadsheet ad sizes

The following is a list of the broadsheet ad sizes for production in *The Globe and Mail* newspaper. All ads are to be supplied at 100% of the booked size.

NOTE Ad material not sent in at the final size may be floated within the ad space or scaled to fit.

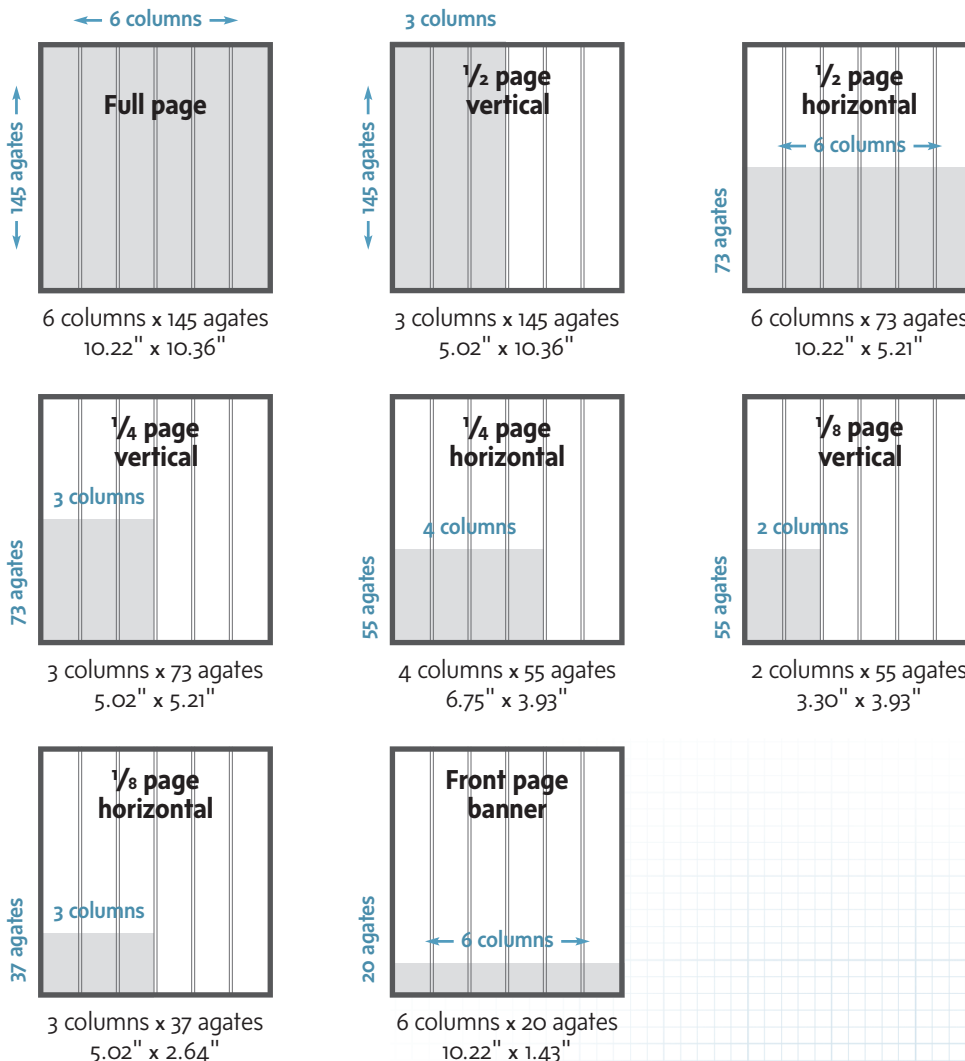




Newspaper tabloid ad sizes

The following is a list of the tabloid ad sizes for production in *The Globe and Mail* newspaper. All ads are to be supplied at 100% of the booked size.

NOTE Ad material not sent in at the final size may be floated within the ad space or scaled to fit.





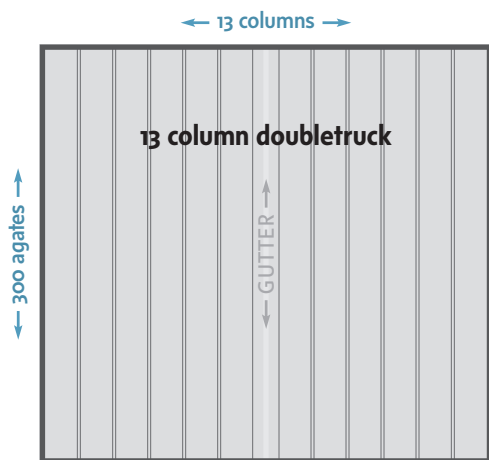
Newspaper doubletruck ad sizes

The following is a list of the doubletruck ad sizes for production in *The Globe and Mail* newspaper.
All ads are to be supplied at 100% of the booked size.

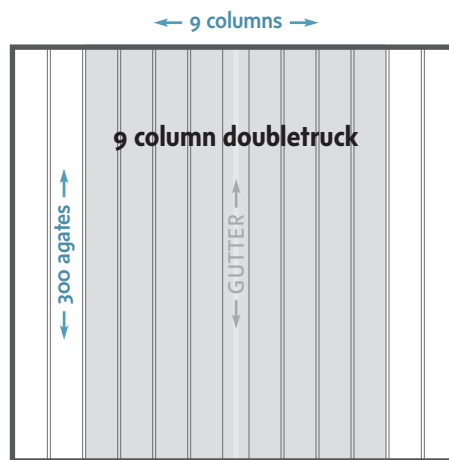
NOTE Ad material not sent in at the final size may be floated within the ad space or scaled to fit.

For quality reproduction, it is recommended that text and vital images be kept outside of the gutter space.
To allot for this, **1 inch** of space should be left free of these within the center of the ad.

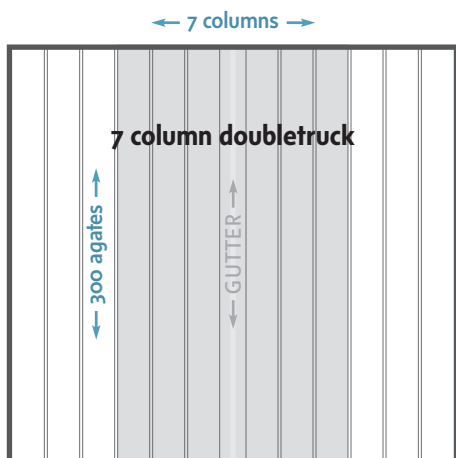
Broadsheet doubletrucks



13 columns x 300 agates
22.91" x 21.43"

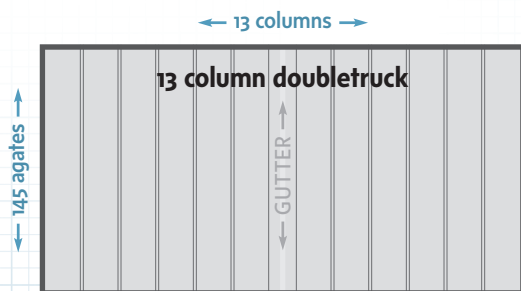


9 columns x 300 agates
15.51" x 21.43"



7 columns x 300 agates
11.81" x 21.43"

Tabloid doubletruck



13 columns x 145 agates
21.49" x 10.36"

Doubletruck ad considerations

Special consideration should be given to the elements such as text and images running through the gutter for a doubletruck ad.

When the newspaper is folded down the center, rollers press along the length of the page, causing ink to set off directly in the center/gutter.

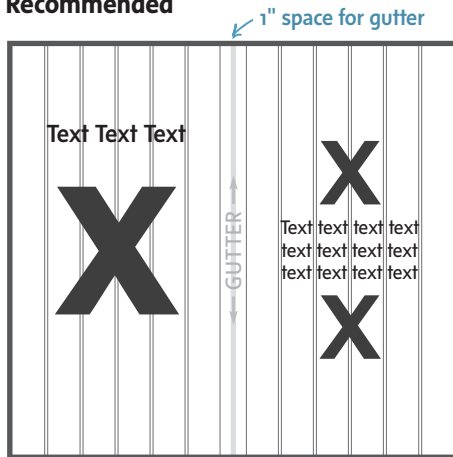
As a result, for quality reproduction it is recommended that text and vital images be kept outside of the gutter space. To allow for this, **1 inch (22 mm)** of space should be left free of these within the center of the ad.

The Globe and Mail is not responsible for poor reproduction due to setoff as a result of elements within the gutter of a doubletruck ad.

It is more difficult to limit the amount of setoff for text and images in the gutter.

Symmetrical elements or lighter tints in the background for example, make it easier to limit the amount of setoff in the gutter.

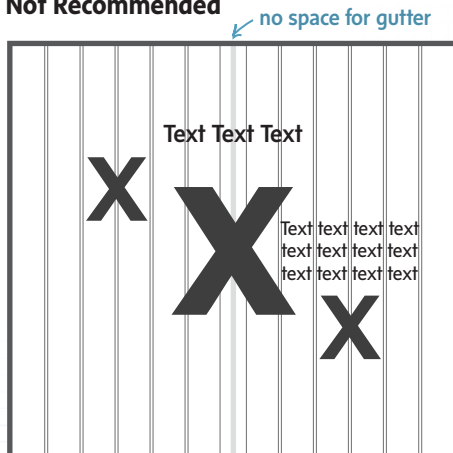
Recommended



In the example to the left, 1" of space has been left free of the major elements in the doubletruck ad

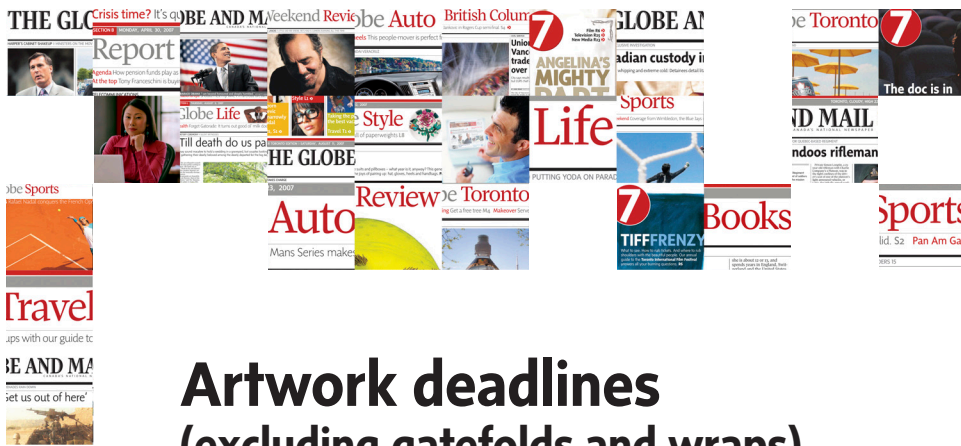
This ensures that setoff will be very minimal through the gutter when it is printed

Not Recommended



In the example to the left, the main heading and image have been placed directly in the center of the doubletruck

Because the 1" gutter space was not left free, setoff will occur in the gutter area



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Artwork deadlines (excluding gatefolds and wraps)

It is important for the following artwork deadlines to be adhered to in order to allow for adequate time to process the ad material and to ensure that it meets *The Globe and Mail* specifications for high quality newspaper reproduction.

TYPE OF AD	DEADLINE
Colour ad	4 business days prior to date section prints
Black & White ad	2 business days prior to date section prints

PLEASE NOTE The print date may differ from the publication date depending on the section.

Quality considerations (for full page and doubletruck ads)

When running a full page or doubletruck ad, *The Globe and Mail* supports the use of a graybar as a quality tool. A graybar allows for better control of the ink on press resulting in better colour reproduction of the ad, and is used in accordance with the ISO standard.

Ad sizes other than a full page or doubletruck automatically contain a graybar on the page.

If you wish to use a graybar for your full page or doubletruck ad, please indicate this to your Sales Rep or ASR. If no indication is made, the ad will be floated within the allotted ad space.

PLEASE NOTE The space required for a graybar is considered part of the advertisement.

ALLOWANCE FOR GRAYBAR	FOUR AGATES NEEDED
New height of ad material	300 - 4 agates = 296 agates in height



SECTION



Gatefold ads & section wraps

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Gatefold ads (broadsheet sections only)

A gatefold ad is one that is printed on multiple panels of paper of differing widths. An image can run across these panels, with the panels opening to reveal additional advertising space as well as editorial space.

A gatefold can run either Metro or National and within certain sections only.

There are two types of gatefold ads:

- › Single panel gatefold (most common is a 3 column gatefold)
- › Multiple panel gatefold

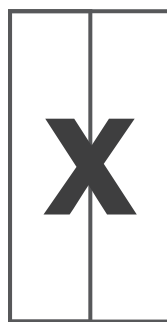
NOTE A gatefold ad will always run in the centre of the section it is to appear in.

Single panel 3 column gatefold

Closed

Open

Examples



One panel of a custom size, folds over onto a full page

Multiple panel gatefold

Closed

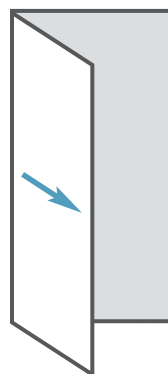
Open



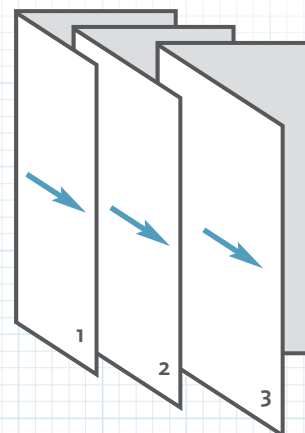
Up to 3 panels of varying sizes, each inserted into the other, folding over onto full pages

Panel sizes

3 column panel



The size of the panel can vary between 3 to 5 columns
3 columns is the most common type of gatefold ad



Panel 1 is 3 columns wide
Panel 2 is 4 columns wide
Panel 3 is 6 columns wide

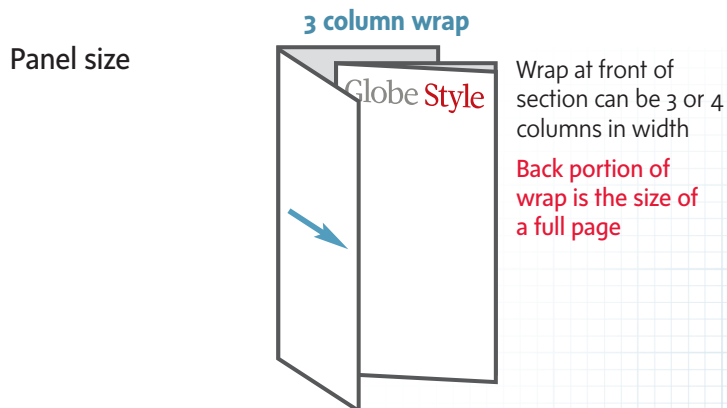
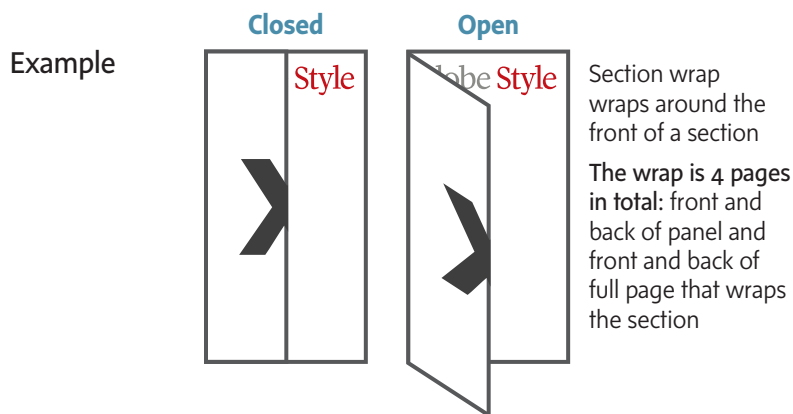


Section wraps (broadsheet sections only)

- › A section wrap can be 3 or 4 columns wide and can run either metro or full national only.
- › A section wrap can be booked for certain sections only.

NOTE All wraps and creative must be pre-approved before final booking.

Section wrap





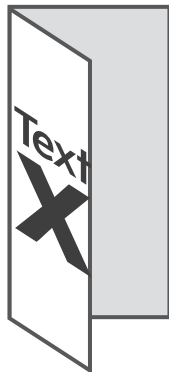
<http://adforward.globeandmail.ca/>

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Gatefold & wrap fake bleed

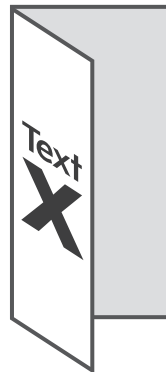
If the image or ad material is to print right to the edge of the panel, the artwork must be created with an additional $\frac{1}{4}$ " in width. This is referred to as a "fake bleed" and ensures that no blank paper will be visible when the ad is printed to the edge of the panel.

Fake bleed needed



Text and image come right to the edge of the panel, so $\frac{1}{4}$ " must be added to the width

No fake bleed needed



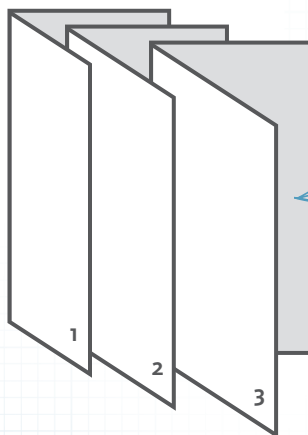
Text and image do not come right to the edge of the panel
No fake bleed is needed

Gatefold & wrap considerations

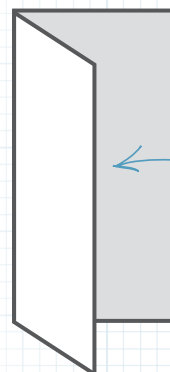
For quality reproduction, it is recommended that text and vital images be kept outside of the gutter space. To allot for this, **1 inch** (22 mm) of space should be left free within the center of the ad.

The Globe and Mail is not responsible for poor reproduction due to setoff as a result of elements within the gutter.

The above statements apply to the inside centre of a gatefold or section wrap. See diagrams below. Please see the ad considerations in the doubletruck section on page 6 for further explanation.



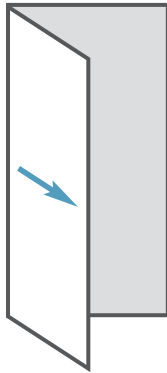
Inside of center panel



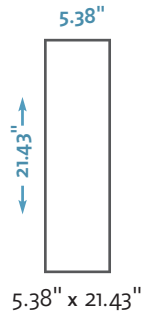
Inside of 3 column gatefold and wrap

Gatefold ad sizes

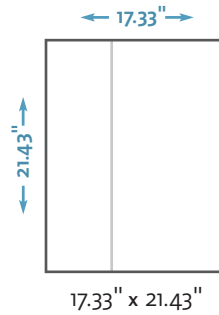
3 column gatefold



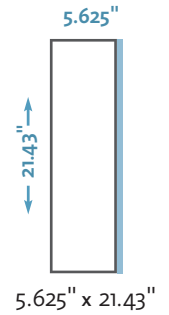
Outside



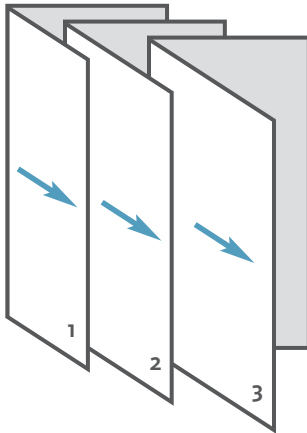
Inside (unfolded)



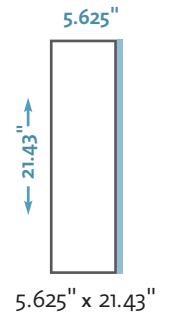
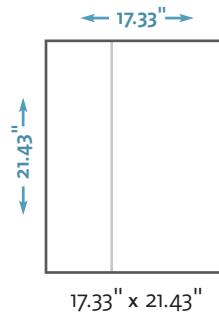
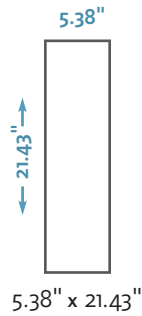
Outside (with bleed)



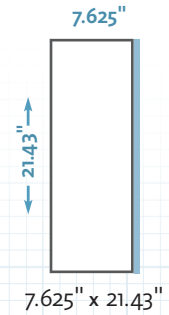
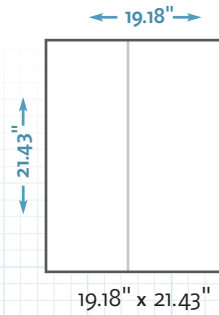
Multiple panel gatefold



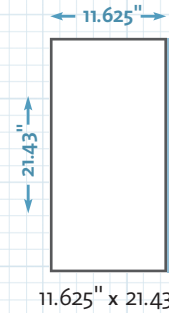
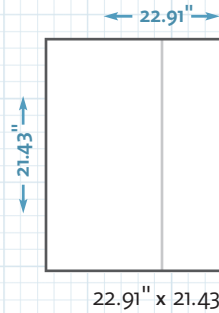
Panel 1: 3 column panel



Panel 2: 4 column panel

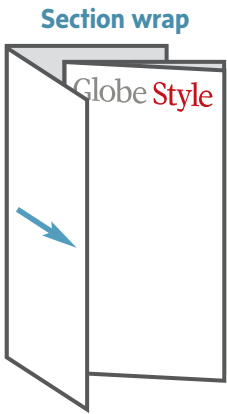


Panel 3: 6 column panel





Section wrap ad sizes



	Outside	Inside (unfolded)	Outside (with bleed)
3 column wrap	<div><div>5.38"</div><div>21.43"</div><div>5.38" x 21.43"</div></div>	<div><div>17.33"</div><div>21.43"</div><div>17.33" x 21.43"</div></div>	<div><div>5.625"</div><div>21.43"</div><div>5.625" x 21.43"</div></div>
4 column wrap	<div><div>7.23"</div><div>21.43"</div><div>7.23" x 21.43"</div></div>	<div><div>19.18"</div><div>21.43"</div><div>19.18" x 21.43"</div></div>	<div><div>7.625"</div><div>21.43"</div><div>7.625" x 21.43"</div></div>



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File setup

- › The **front panel (outside)** of a gatefold or section wrap should be created as a **1 file**.
- › The **inside spread** of a gatefold or wrap should be created as a **second, separate file**.

Booking & artwork deadlines

It is important for the following artwork deadlines to be adhered to allowing for adequate time to order the unique paper size and to process the ad material, ensuring that it meets *The Globe and Mail* specifications for high quality newspaper reproduction.

TYPE OF AD	DEADLINE
Booking deadline	6 weeks prior to date section prints
Material deadline	1 week prior to date section prints

PLEASE NOTE The print date may differ from the publication date depending on the section.



Requirements for optimum reproduction

Colour specifications	16
Total ink coverage specification (colour ads only)	16
Dot gain newsprint specifications	17
Image specifications	17
Tint specifications	19
Text specifications	19
Line elements	21





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This section contains a guide for how to create images, tints, text, and line elements in order for quality reproduction in *The Globe and Mail*. Artwork must be created to follow these guidelines.

NOTE If these specifications are not adhered to, *The Globe and Mail* cannot guarantee quality reproduction.

Colour specifications

Colour ads	Must be supplied in CMYK colour mode
Black and white/grayscale ads	Must be supplied in Grayscale mode

NOTE Colour ads in a colour mode other than CMYK will automatically be converted. Black and white/grayscale ads in a colour mode other than Grayscale will automatically be converted.

NOTE Any ads containing spot colours or in RGB colour mode will automatically be converted to CMYK for colour ads or to Grayscale for black and white/grayscale ads.

The Globe and Mail is not responsible for any shifts in colour or shifts in grayscale tonal values as a result of having to convert to the appropriate colour mode.

Total ink coverage specification (colour ads only)

Maximum total ink coverage	240%
----------------------------	------

Maximum Total Ink Coverage applies not only to images, but also to tints, graphics, and text within a file.

NOTE When the total ink coverage of an image is above 240%, *The Globe and Mail* will adjust the ink density without notification, by applying a profile specific to *The Globe and Mail's* presses and print environment in order to meet the 240% specification. This is essential for *The Globe and Mail* in order to limit ink offsetting onto other pages.

Text and tints within the ad that are above the 240% standard will not necessarily be automatically changed, but will be flagged to the Sales Rep/Advertising Services Rep.

For more information regarding total maximum ink coverage and *The Globe and Mail's* ICC Profile, used for lowering total ink density, please refer to the **Colour profiling for newsprint** section on page 22.

Instructional PDFs on the use of the profile can also be downloaded at the AdForward website:

<http://adforward.globeandmail.ca>



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Dot gain newsprint specifications

Dot gain Midtone gain, 26%

Refer to the chart below for the approximate dot gain in various dot percentages, based on ISO specifications.

This chart should be used as a guide for the necessary adjustments of images, for newspaper reproduction.

For instructional PDFs on dot gain and how to adjust images, please refer to our AdForward website:

<http://adforward.globeandmail.ca>

When creating **text** and **tints**, the dot gain of the given dot percentage should also be considered, please refer to the table below.

Dot gain guide (based on 26% midtone gain)

DOT PERCENTAGE	AMOUNT DOT WILL GAIN BY	PRINTED DOT SIZE
10%	+11%	=21%
20%	+19%	=39%
30%	+24%	=54%
40%	+26%	=66%
50%	+26%	=76%
60%	+24%	=84%
70%	+20%	=90%
80%	+14%	=94%
90%	+7%	=97%

Image specifications

Bitmap image resolution

(Colour and Grayscale images)

200 dpi

Monochrome image resolution

(Colour and Grayscale, graphics and line art)

1200 dpi

Image file format

TIFF, EPS or JPEG preferred

Instructional PDFs detailing how to correct colour and grayscale images based on the following specifications can be downloaded at the AdForward website: <http://adforward.globeandmail.ca>

Colour mode for images

Colour ads

CMYK mode

Black and white ads

Grayscale mode

NOTE Colour images in any mode other than CMYK will automatically be converted. Black and white images in any mode other than Grayscale will automatically be converted.

The Globe and Mail is not responsible for any shifts in colour or shifts in grayscale tonal values as a result of having to convert to the appropriate colour mode.

CONTINUED



Image specifications (continued)

Dot gain Midtone gain, 26%

Please refer to the **Dot gain newsprint specifications** at the beginning of this section.

Maximum total ink coverage 240%

Please refer to the **Total ink coverage specification** at the beginning of this section.

Reproducible dot sizes

Maximum reproducible dot **93%**

(Any dot larger than 93% will fill into a solid)

Minimum reproducible dot **3%**

(Any dot smaller than 3% may be lost)

Recommended GCR Maximum GCR

Black ink limit 95%

Scaling and cropping of images In native application program

NOTE Scaling and cropping should always be done in the image program, such as Adobe Photoshop, and not in the layout program, such as QuarkXPress.

If cropping or scaling is done in the layout program, this can cause delays in processing the file and problems at the RIP.

Sharpening images Recommend "unsharp masking" tool in Photoshop

Recommended settings in Photoshop for newsprint

➤ Amount **350-450%** (depending on desired result)

➤ Radius **1**

➤ Threshold **3-5**

NOTE Images must be sharpened at their final size.

Duotone images Must be in CMYK colour mode

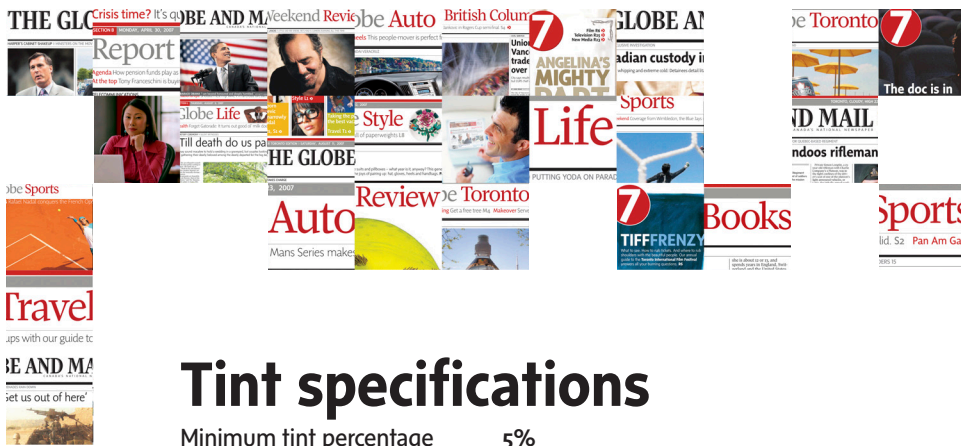
Duotone images must be created out of CMYK (not RGB or Spot colour). If not, they will automatically be converted to CMYK.

The Globe and Mail is not responsible for any shifts in colour as a result of this conversion.

Images tagged with an ICC Profile

Attaching an ICC profile to an image gives our preflight staff a good understanding of how you prepared it. This will help our Preflight Department to validate the colours in the image and guide them in preparing it for optimal reproduction in *The Globe and Mail* newspaper.

If a supplied proof is in conflict with the reproduction of the colours, based on *The Globe's* own simulated proof, the images will be matched to the supplied proof.



<http://adforward.globeandmail.ca/>

SPECIFICATIONS SUBJECT TO CHANGE
VISIT OUR WEBSITE FOR UPDATES

Tint specifications

Minimum tint percentage 5%

It is not recommended that a tint be created below 5% as it may not be distinguishable from the newsprint itself and may not reproduce.

Dot gain of tints

Consideration should be given to the amount of dot gain a tint will have at the specified percentage. Refer to the **Dot gain newspaper specifications** at the beginning of this section.

Colour mode for tints

Colour ads CMYK mode
Black and white ads Grayscale mode

NOTE Colour tints in any colour mode other than CMYK will automatically be converted. Black and white tints in any mode other than Grayscale will automatically be converted.

The Globe and Mail is not responsible for any shifts in colour or shifts in grayscale tonal values as a result of having to convert to the appropriate colour mode.

Maximum total ink coverage of tints 240%

Depending on the percentage values used to create the tint, the total ink coverage may exceed 240%. Please refer to the **Total ink coverage specification** at the beginning of this section.

Text specifications

Minimum size of black text on plain newsprint
and knockout text on a black solid 6 pts

A minimum size is suggested in order to maintain the readability of the text.

Minimum size for knockout/reverse/white text

These minimum sizes apply to all text knocking out of 2 or more colours.

Serif type (such as E) 14 pts
Sans serif type (such as E) 12 pts

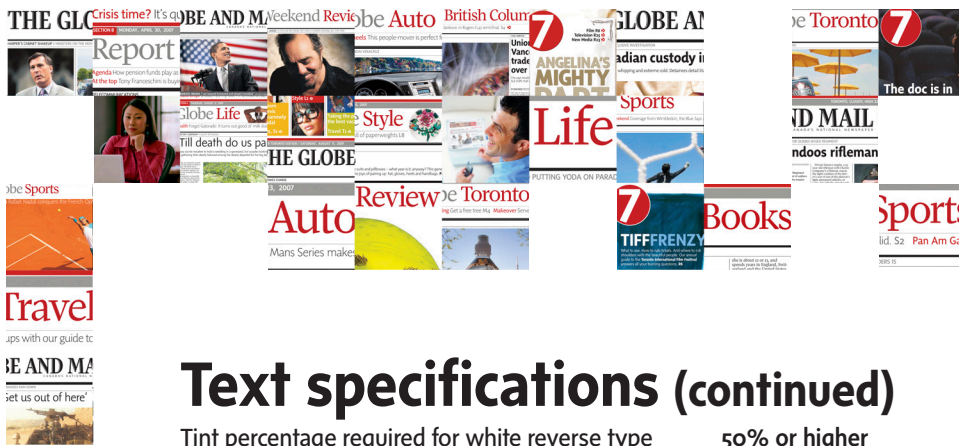
Colour mode of text

Colour ads CMYK mode
Black and white ads Grayscale mode

NOTE Colour text in any mode other than CMYK will automatically be converted. Black and white text in any mode other than Grayscale will automatically be converted.

The Globe and Mail is not responsible for any shifts in colour or shifts in grayscale tonal values as a result of having to convert to the appropriate colour mode.

CONTINUED



Text specifications (continued)

Tint percentage required for white reverse type 50% or higher

Contrast between tones is not as clear on newsprint as it is on white paper. For this reason, text knocking out of light tints can become difficult to read.

Dot gain of text

If text is to be created with a tint, whether colour or black and white, consideration must be given to the amount of dot gain of the specified percentage(s).

Please refer to the **Dot gain newspaper specifications** at the beginning of this section.

Black text: When to create it out of black only?

Black text, 24 pt or higher **Can be created out of more than black only**
(To create a rich black, 40% cyan and 100% black is recommended)

Black text, 24 pt or lower **Black text should be created as black only**

NOTE To ensure quality reproduction, black text should not be "registration" black or text that is created out of all four colours: cyan, magenta, yellow, and black.

Maximum total ink coverage of coloured text 240%

If coloured text is created out of 4 colours, there is the potential for the total ink coverage to be above 240%. Text also created as "Registration" black, which is not recommended, would also be above the 240% standard.

Please refer to the **Total ink coverage specification** at the beginning of this section.

Trapping: When to overprint or knockout type?

Black text, 24 pt or higher	Knockout
Black text, lower than 24 pt	Overprint
Coloured text	Knockout
(This applies when text does not contain colours that are also in the background)	

Creating text with a tint when knocking out of a solid background is not recommended.

Text may fill in and be difficult to read.

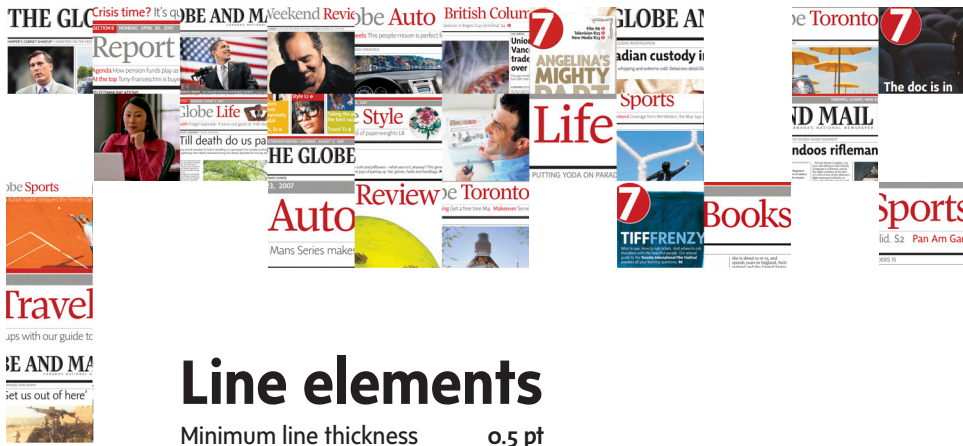
Text created/used in a vector program Convert to Outlines

Adobe Illustrator is an example of a vector program.
Converting to Outlines will avoid any font issues with the ad itself.

Inclusion of fonts within the ad Include or Embed All Fonts

Fonts must be included or embedded in order to be part of the file. If the fonts are not part of the supplied file(s), they will not appear in the ad and will not print.

Do not use artificial type styles.



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Line elements

Minimum line thickness **0.5 pt**

Minimum line thickness when reversed/knocked-out of solid background **2 pt**

The use of hairlines within an ad is not recommended.

Hairlines may not reproduce when printed. **All lines must a minimum of 0.5 pts.**



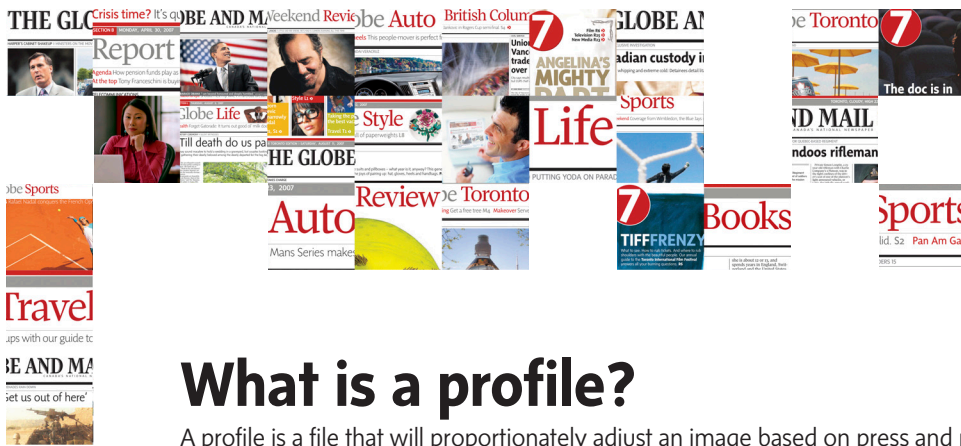
SECTION



Colour profiling for newsprint

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<http://adforward.globeandmail.ca/>

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What is a profile?

A profile is a file that will proportionately adjust an image based on press and printing characteristics to allow for better reproduction on press, while maintaining the relationship between colours and tones.

The Globe and Mail uses a specific ICC profile based on a coldset web offset printing process using direct-to-plate technology with specific dot gain, ensuring the highest quality reproduction.

When the profile is applied, the image is automatically adjusted so that the colour and resulting ink levels are better suited to newspaper. The result is an image that will have more accurate and vibrant colour, improved contrast, and better detail.

Print characteristics encompassed in a profile

The profile compensates for several important print characteristics, including:

- › 26% dot gain
- › 3% highlight dot and 93% shadow dot
- › Total ink density of 240%
- › Maximum GCR
- › Black ink limit of 95%
- › Gray balance
- › 4-colour black breakdown of: 59% cyan, 45% magenta, 41% yellow, and 95% black.

The profile also has a saturation enhancement which boosts the saturation in the colours to compensate for the dulling effect newspaper has on colour.

All of these characteristics need to be compensated for to ensure quality reproduction.

NOTE The profile is for **colour images ONLY** and is based on ISO specifications.

Downloading the profile

The Globe and Mail highly recommends the use of the profile for colour images printed in the newspaper.

The *Globe and Mail* profile and instructions for use of the profile can be downloaded for use at:

<http://adforward.globeandmail.ca>

Instructional PDFs such as **Steps to correct colour images** can also be downloaded at this website.



Sending ads to The Globe and Mail

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<http://adforward.globeandmail.ca/>

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Final inspection checklist

The following checklist should be used to perform a final inspection of your ad before sending it to *The Globe and Mail*. Performing this final check reduces the chance of errors that commonly occur in ad files.

A copy of this checklist can be downloaded at: <http://adforward.globeandmail.ca>

Text

- ☐ All black text is made up of BLACK ONLY.
- ☐ Black text that is 24 pt or higher is set to KNOCKOUT. Black text that is lower than 24 pt is set to OVERPRINT.
- ☐ All Fonts are either EMBEDDED or INCLUDED with the ad when submitted to *The Globe and Mail*.
- ☐ To avoid any font issues, text can be CONVERTED TO OUTLINES.

Images

- ☐ The RESOLUTION of image(s)—COLOUR or GRAYSCALE—is 200 dpi.
- ☐ The RESOLUTION of MONOCHROME image(s)—GRAPHICS/LINE ART—is 1200 dpi.
- ☐ All COLOUR images are in CMYK colour mode. If images are BLACK AND WHITE, they should be in GRAYSCALE mode. No images are in RGB or any other colour mode.
- ☐ All images/illustrations are either TIFF, EPS or JPEG file format.
- ☐ All images/illustrations are either EMBEDDED or INCLUDED with the file when submitted to *The Globe and Mail*.

Colour ads

- ☐ All ad elements (text, tints, images, logos, etc.) are made up of CYAN, MAGENTA, YELLOW, and/or BLACK only (process colours). No ad elements are made out of RGB or a SPOT colour.
- ☐ If a SPOT or RGB colour has been used, it has been converted to the EQUIVALENT CMYK process values.

Black and white ads

- ☐ The black and white ad is in GRAYSCALE colour mode. All ad elements (text, tints, images, logos, etc.) are made up of BLACK only, and no elements are made out of RGB or a SPOT colour.

Accompanying proof

- ☐ A HARD COPY proof, simulating the placement of elements and copy, as well as the intended reproduction of colour (colour ads only) or tonal values (black and white ads) has been prepared for submission with the ad material.

File setup

- ☐ Border of ad is within live ad area. Saving the file with a **1 pt bleed** will help to ensure this.
- ☐ The file(s) have been created to *The Globe and Mail* specifications and will be submitted using one of the accepted *Globe and Mail* methods (as described on the following page).
- ☐ If submitting a file other than a PDF or EPS, the collected files have been compressed into a single archived file such as .ZIP or .SIT, including all images and fonts.



<http://adforward.globeandmail.ca/>

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Electronic ad delivery

There are two ways to submit files electronically to *The Globe and Mail*:

- › AdForward
- › FTP site

NOTE A hard copy proof must accompany all ad material, including ads submitted electronically. Please see the **Proofs** section for more information.

AdForward

AdForward is the preferred method for submitting ads electronically to *The Globe and Mail*.

- › AdForward is a web browser-based FTP site.
- › Files of any size may be submitted using AdForward.
- › AdForward is the **preferred** method because of the efficiency and accuracy it allows in tracking ad material.
- › AdForward provides important ad information to our Preflight Department, allowing the material to be identified more readily and moved through the production workflow faster.
- › The AdForward website can be found at: <http://adforward.globeandmail.ca>

Please see **Steps for submitting ads using AdForward** found within this section for further information.

FTP Site

While the FTP site is an acceptable method for submitting ads electronically, it is a **secondary method** compared to AdForward because of the lack of tracking information it provides.

- › FTP stands for file transfer protocol.
- › Like AdForward, **files can be submitted without any limitations in file size**.
- › The FTP site can be accessed **using file transfer software** such as Fetch (Mac) or Leech (PC) at: adftp.globeandmail.ca
- › An email must be sent to adservices@globeandmail.com in addition to uploading the material to the ftp site. This email will provide the necessary contact and ad information that would normally be missing, helping to ensure that the material is identified correctly and moved through the production workflow for placement in the newspaper.
- › **The email should contain the following information:**
 - › Company name the ad is for.
 - › Run date.
 - › Filename of the file on the ftp site.
 - › Description of the file, such as whether the ad is colour versus black and white, any headlines or slogans found within the ad to help distinguish between multiple ads for a single advertiser.
 - › Sales Representative or Advertising Service Representative (ASR).
 - › Contact information of the person/company uploading the material.

Please see **Steps for submitting ads using the FTP site** found within this section for further information.



<http://adforward.globeandmail.ca/>

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Alternative delivery methods

Material may also be submitted on DVD, CD or disc.

Please ensure that a hard copy proof accompanies all material submitted on a DVD, CD or disc.

For more information, please refer to the **Proofs** section.

NOTE DVDs, CDs, or discs should be submitted directly to the Cut Room in Production.

Compression of electronic material

Files submitted electronically should be contained within a **single file folder**.

This folder should then be compressed for submission to *The Globe and Mail*. Most often this is a .ZIP or .SIT file extension.

Common compression applications are Zip-It for PCs and Stuff-It for Mac platforms.

NOTE Compressing a single folder that contains the ad file and potentially all supporting elements will help to avoid files becoming corrupt or lost when submitted electronically.



<http://adforward.globeandmail.ca/>

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Steps for submitting ads using AdForward

AdForward Login

AdForward is a free and easy way to submit newspaper ad material to The Globe and Mail.

Create your own profile and submit files of any size efficiently and accurately 24 hours a day, 7 days a week.

ALREADY HAVE AN ONLINE PROFILE?

If you have already created a profile for our AdForward website, please log on with your username and password in the fields below.

LOGIN

User Name Password

[Forgot Your Password?](#) [Change Your Password?](#)

LOGIN

FIRST TIME USER?

Click on the following link to create your own profile name complete with a username and password. **It's fast and easy!**

[New User Registration](#)

Once you have your own profile, simply login each time you return to the site.

New User Registration

STEP 1

Connect to the Internet and type in the AdForward address:

<http://adforward.globeandmail.ca>

This will bring you to the AdForward login page, as seen on the left.

STEP 2

Select **New User Registration**, located at the bottom of the screen.

AdForward Login

CREATE AN ONLINE PROFILE

Fill in the fields below and click 'Register Me'.

To ensure security, please create a unique username and password.

On your next visit, you will simply log in using this username and password.

Username (minimum 3 characters)

Password Re-Type Password

First Name Last Name

E-Mail

Postal Code

☐ Yes, I have read, understand and agree to the [Privacy Policy](#) and [Terms and Conditions](#).

REGISTER ME

[return to the main login page](#)

STEP 3

As a new user, you will only have to register once.

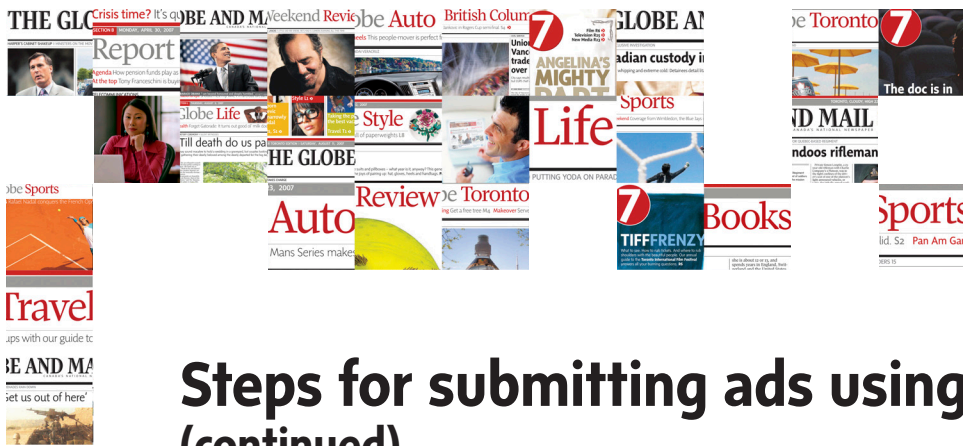
To register, fill out the form (shown on the left) and enter the username and password you wish to use.

If you enter a username currently being used, a notification will alert you.

STEP 4

Once the registration form has been filled out, select **Register Me**.

CONTINUED



<http://adforward.globeandmail.ca/>

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Steps for submitting ads using AdForward (continued)

AdForward

- [Home](#)
- [Upload new material](#)
- [Revise your profile](#)
- [Logout](#)

Please fill in your company name and address below, along with your phone number.

Username: hanswolf * Required Fields

First Name: Last Name:

Phone (with area code): Fax:

E-mail:

Alternate e-mail:

Company Name:

Street No: Street Name: Apt/Studio:

City: Province: Postal Code:

Country:

Do you advertise with The Globe and Mail?
Yes ☐ No ☒

Are you an employee of The Globe and Mail?
Yes ☐ No ☒

SUBMIT

STEP 5

A second page, **Revise Your Profile**, will be brought up. This window can be seen on the left. Fill out the remaining user information to complete your user profile.

STEP 6

Select **Submit**.

After you have registered, you will automatically be logged in and your **Customer Profile** (Home) page will be brought up.

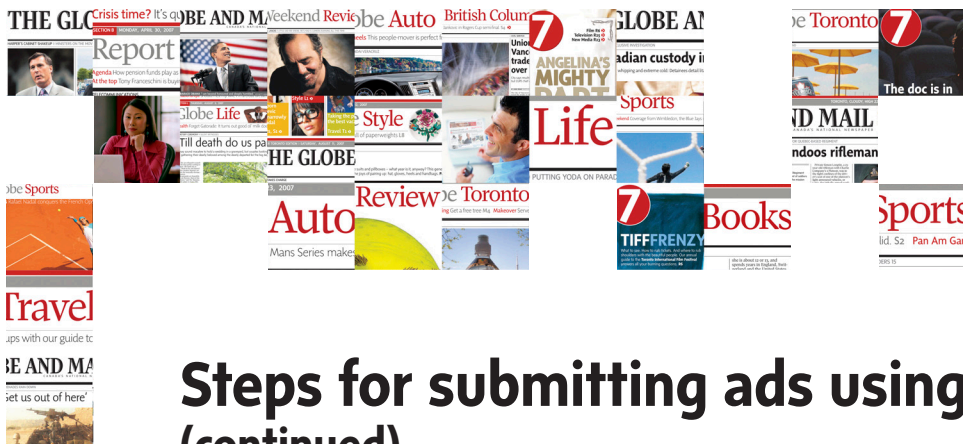
From this menu you can toggle between **Home** (your Customer Profile page), updating your profile information, and uploading ad material.

STEP 7

To exit the AdForward site, be sure to select **Logout** from the menu.

When returning to the site in the future, follow the steps for **Returning User**, outlined on the following page.

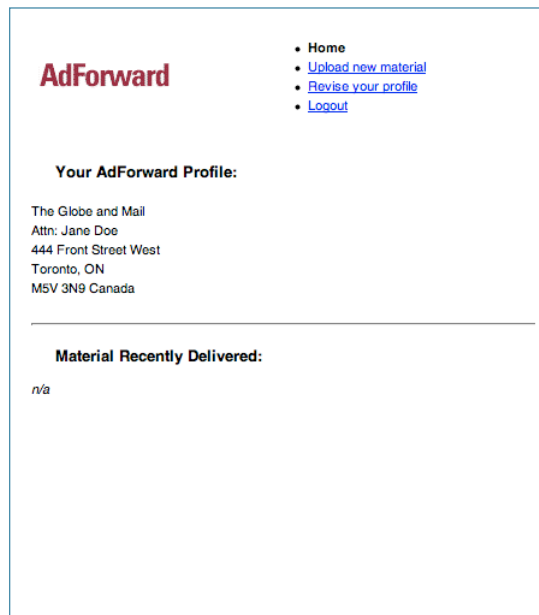
CONTINUED



<http://adforward.globeandmail.ca/>

SPECIFICATIONS SUBJECT TO CHANGE
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Steps for submitting ads using AdForward (continued)



Returning User – Login

STEP 1

Connect to the Internet and type in the AdForward address:
<http://adforward.globeandmail.ca>

This will bring you to the AdForward login page, as seen on the left.

STEP 2

Enter your username and password into the appropriate fields and select **Login**.

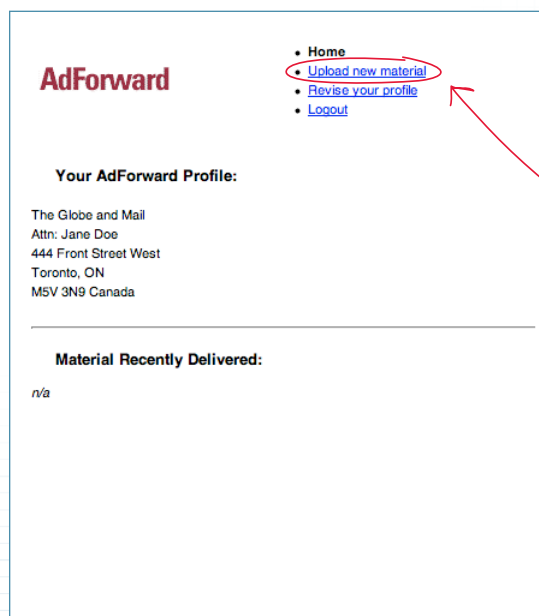
Once you are logged in, your **Customer Profile** (Home) page will automatically be brought up, as shown on the left.

On this page your basic user information is listed along with a record of previous delivered ad material.

From this page you can toggle between Home (your Customer Profile page), updating your profile information, and uploading ad material.

STEP 3

To exit the AdForward site, be sure to select **Logout** from the menu.



Uploading Ad Material

STEP 1

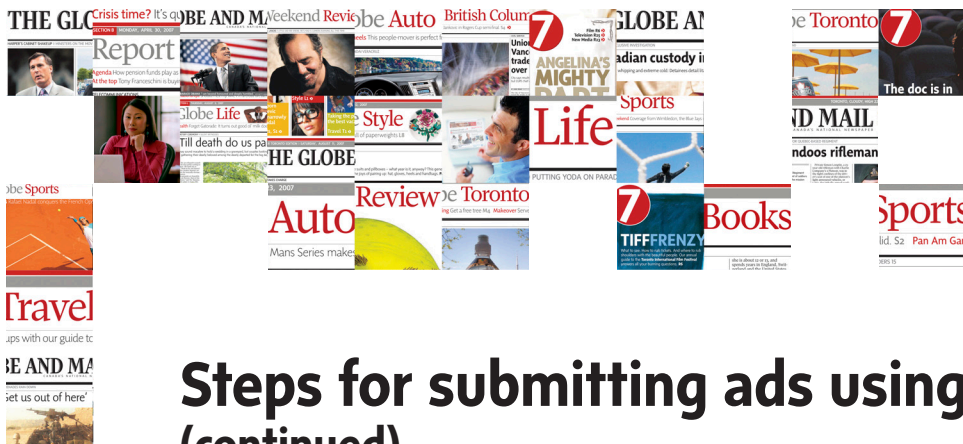
Connect to the AdForward address:
<http://adforward.globeandmail.ca> and enter your username and password to login. This will bring up your Customer Profile (Home) page.

STEP 2

From the menu select **Upload New Material**.

The screen on the following page will then be displayed.

CONTINUED



<http://adforward.globeandmail.ca/>

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Steps for submitting ads using AdForward (continued)

AdForward

- [Home](#)
- [Upload new material](#)
- [Revise your profile](#)
- [Logout](#)

Welcome Patrick O Malley! To submit a file of newspaper ad material to The Globe and Mail, simply fill out the form below and click "Upload". A notification of your delivery will be sent to our Ad Services Department and your selected Globe Representative.

- Please ensure that all fields are filled out so that material is received quickly and identified correctly.
- If submitting original or native files, please ensure they are contained within a single folder that is compressed.
- Please be sure to include the file type (ie. EPS or PDF) in the 'Special Instructions' field. If you are sending both native files and a PDF file, please specify if the PDF is to be used for print, or simply as a low res proof.

Ad Start Date

Globe Representative Name

File Description

File
 no file selected

Special Instructions

STEP 3

Fill out the delivery form, making sure to include all important information.

- **Ad Start Date** – Enter the date the ad is to appear in the newspaper.
- **Globe Representative Name** – Select the Sales Reps name from the list. If your rep's name is not found within the list, select "Unknown".
- **File Description** – include pertinent information here such as **colour ad versus black and white ad, company name** the ad is for, and any **key headlines or slogans** found within the ad that will make it easier to identify it correctly.
- **File** – Click the Choose File button to locate and select the appropriate file.
- **Special Instructions** – Enter here any further instructions you wish to be conveyed.

STEP 4

Select **Upload** to begin uploading the file. An email is then automatically sent to our Preflight Department as well as the Sales Rep alerting that the material has been received.

Once uploading is finished, you will be returned to your Customer Profile (Home) page which now displays a log of the material recently uploaded. An example is shown on the right.

STEP 5

To exit the AdForward site, be sure to select **Logout** from the menu.

NOTE A hard copy proof must accompany all ad material, including ads submitted electronically. Please see the **Proofs** section for more information.

AdForward

- [Home](#)
- [Upload new material](#)
- [Revise your profile](#)
- [Logout](#)

Your AdForward Profile:

The Globe and Mail
Attn: Patrick O Malley
444 Front Street West
Toronto, ON
M5V 3N9 Canada

Material Recently Delivered:

Delivered: 4/17/2008 5:44:45 PM	Start Date: unspecified
Filename: Jan1-08_CompanyABC_springsale.pdf	
Description of file: Colour ad, for Company ABC, Spring Sale ad	
Instructions:	



<http://adforward.globeandmail.ca/>

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Steps for submitting ads using the FTP site

NOTE When submitting an ad through the FTP site, file transfer software such as Fetch or Leech is required.

STEP 1

Open the file transfer software and enter the following information to connect to *The Globe and Mail's* ftp site.

› Host/Server name: adftp.globeandmail.ca

* If using a web browser, enter the website as:

<http://adftp.globeandmail.ca>

› User ID/Username: **anonymous**

› Password: **(leave blank)**

› Directory: Ensure you are within the directory folder **advertising-incoming**

An example of this window is shown above.

STEP 2

To upload your file, select **Upload** or **Put**.

STEP 3

Select the file to be uploaded. **When uploading your file, if available, select Binary for the Mode.**

If Binary is not selected, it is likely that errors will occur. Select Upload/Put.

Your file will now be uploaded and received by *The Globe and Mail*.

STEP 4

Once the file has been uploaded, an email must be sent to *The Globe and Mail* at:

adservices@globeandmail.ca

The email should contain important information to help identify the material and match it with the booked ad.

Such information includes:

- › **Company name** the ad is for
- › **Run date**
- › **Filename** of the file on the ftp site
- › **Description of the file**, such as whether the ad is **colour versus black and white**, any **headlines or slogans** found within the ad to help distinguish between multiple ads for a single advertiser.
- › **Sales Representative** or Advertising Service Representative (ASR)
- › **Contact Information** of the person/company uploading the material
- › Any other information to be conveyed.

NOTE A hard copy proof must accompany all ad material, including ads submitted electronically.

Please see the **Proofs** section for more information.



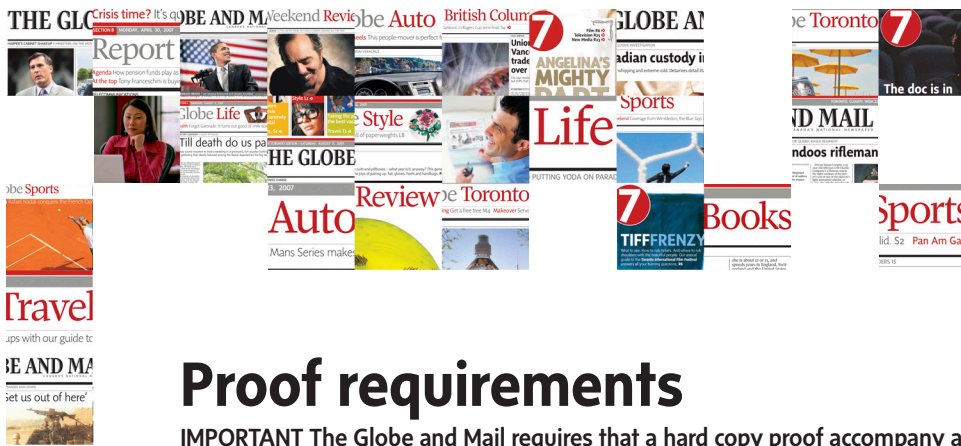
SECTION

6.

Proofs

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Proof requirements

IMPORTANT The Globe and Mail requires that a hard copy proof accompany all artwork, whether for black and white or colour ads.

Why a hard copy proof is required

A proof is essential in order to not only check for consistency in the layout and positioning of elements, but to ensure the accurate reproduction of colour or black and white tones as intended by the advertiser and creative agency.

A proof helps to ensure that the colour will reproduce correctly based on *The Globe and Mail* presses. If no proof is supplied, colour accuracy and reproduction cannot be guaranteed.

NOTE If a hard copy proof is supplied, indicating the intended colour or tonal values and contrast for black and white material, *The Globe and Mail* will make colour adjustments if necessary in order to match to the client's supplied proof.

The exception to this is if the proof is clearly labeled **For Content Only** or **Not for Colour**.

Types of proofs

The ability to accurately match the colour to the proof depends on the type of proof supplied. The type of proof and stock used can greatly affect the appearance of colour and reproduction of grayscale tones.

While white paper makes colours appear bright and intense, newsprint has a dulling effect and reduces the intensity that can be achieved for bright colours.

Newsprint or simulated newsprint stock

A proof on newsprint or simulated newsprint stock is the best type of proof to supply.

Proofs printed on newsprint or simulated newsprint stock provide the closest match between the client's intended colours and the actual achievable reproduction on a coldset newspaper press.

It is important to note however, that proofs supplied on newsprint or simulated newsprint stock may still differ from the actual reproduction.

Coated or uncoated white paper

If newsprint or simulated newsprint stock cannot be used, it is still necessary to supply some form of proof. Whether on coated or uncoated paper, these types of proofs will still provide an idea of the desired colour or tones (grayscale material).

NOTE *The Globe and Mail* is not responsible for any differences in colour as a result of proofs supplied on white paper.

Black and white printouts/faxes

A printout or fax, if provided for colour or black and white material will be used for checking layout/position only.

A high quality black and white printout may be more useful for black and white material, used for indicating the degree of contrast and light or darkness desired in the ad. Please note that a black and white printout will still differ in appearance from the actual printed ad.

NOTE If a black and white printout is not of acceptable quality to indicate the intended reproduction of a black and white ad, it will be used for layout and positioning of elements only.

CONTINUED



<http://adforward.globeandmail.ca/>

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Types of proofs (continued)

Soft/screen proofs

Soft proofs are not acceptable for matching colour or tonal gradation in black and white material.

Soft proofs will not be used because calibration of monitors varies for all clients and will not give a true indication of the printed result on newsprint.

This means that if a file is submitted and labeled for reference as a proof only, the proof will be used to check content and layout only, with the consideration that text and ad elements may not appear in the proof on-screen. This can occur for various reasons.

A file also labeled for proof may be proofed out and used to check for content and layout only, however text and ad elements may also not appear/print on the proof.

NOTE *The Globe and Mail* is not responsible for any errors that occur as a result of misrepresentative proofs.

Submission of proofs

Hard copy proofs should be sent to *The Globe and Mail* at:

The Globe and Mail
444 Front Street West
Toronto, Ontario
M5V 2S9

Proofs should be sent to the attention of the Sales Representative or Ad Services Representative (ASR).

If **faxing a proof**, please fax to:

- Preflight Department at (416) 585-5069 **and**
- Advertising Department at (416) 585-0000



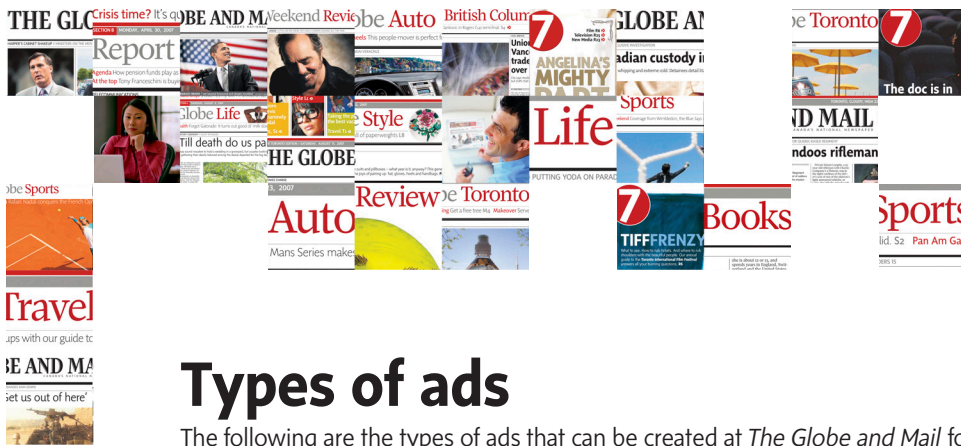
SECTION

7.0

Pubset advertisements

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Types of ads

The following are the types of ads that can be created at *The Globe and Mail* for advertisements appearing in the newspaper:

Classified liner ads (text only)

Classified semi-display ads (text plus image(s) in classified format)

Display ads (electronic ads created from scratch, or changes to existing ads called "pickup with changes")

Supplying image elements

Images in your advertisement can only be reproduced to the level of quality represented by the elements supplied to *The Globe and Mail* for file creation.

Below are *The Globe and Mail's* recommendations for image elements:

Images supplied electronically

Digital images should be supplied unsharpened with the following specifications:

- .eps, .tif(f), or .jpeg, file format.
- Resolution of no less than **200 dpi at 100%** of the size the image.
- Converted to **CMYK** (if a colour photo) or **GRAYSCALE** (if a black and white photo).
- Total ink coverage of no more than **240%**.

NOTE Grayscale images print darker and with less contrast on newsprint than they do on bright white paper. You will need to lighten your image and increase the contrast for optimum reproduction.

NOTE Images cannot be supplied in a Microsoft Word document. Images must be sent separately.

Images for scanning

It is preferred that a digital file be supplied, however if a digital file is not available, *The Globe and Mail* will scan your artwork/photo(s).

Continuous Tone Photos or Artwork will be scanned based on the following:

- Files may be **cropped** depending on size requirements.
- Files will be **colour corrected** and **sharpened** depending on the image.

CONTINUED



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Graphics and logos

Graphics and logos can be supplied as electronic files or as a hard copy for scanning. Print quality will vary depending on the method used to supply the graphic/logo.

Vector file (ie. Adobe Illustrator document) – Best choice

This is a scalable file format that will flow through our system without problems and print with smooth edges.

NOTE Any text within graphic or logo vector files, such as in Adobe Illustrator, should be **converted to outlines** to prevent font substitution issues.

Raster file (ie. a scanned file in .eps, .tif(f), or .jpg format) – Second best choice

This type of file when used for graphics or logos, and especially with text, is of lower quality than a vector file.

These files **can be reduced in size** without affecting quality, but **cannot be increased in size**.

If increased, edges will become more jagged or “pixellated”, and text will not appear as sharp.

NOTE Graphics and logos supplied as image files must be **1200 dpi at 100% size**.

A high quality hard copy for scanning – Last choice

If you do not have an electronic version of your graphic or logo, a quality reproduction can still be created if a high quality hard copy is supplied for scanning. All scanned files will suffer some loss in quality/detail, but this can be reduced if a **first generation, high resolution** print of your graphic or logo is supplied.

NOTE Hard copies supplied on **rough or textured paper, business cards, letterhead, or of low resolution** will **guarantee a loss in quality** when scanned to an image file.

Fonts and text

Certain classified ads must be created in *Globe and Mail* templates (ie. appointment and vital notices) and use a specified font. For all other ads created at *The Globe and Mail*, fonts can be chosen by the advertiser.

These fonts include:

- › Fonts which *The Globe and Mail* owns the rights to use
- › Fonts supplied by the advertiser

Recommendations for fonts and text

Fonts must be **PostScript, OpenType** and/or **TrueType** fonts.

System fonts, often referred to as “**city**” **name fonts cannot be used**. These include: New York, Chicago, Monaco, etc.

Text is best supplied **via email**, with the text actually pasted in as the message.

Text can also be supplied in any of the leading word processors. Formatting will not be honoured.

The use of layout features should be avoided.



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Deadlines

Classified semi-display ads and display ads

All elements, both electronic files and images to be scanned, should be supplied by the following deadlines.

Deadline	3 business days before the section prints (may differ from the publication date depending on the section)
----------	---

This will allow time for the advertiser to see a proof and to approve any changes that may be necessary.

NOTE It is important that this deadline be adhered to in order to allow adequate time to process ad material and to ensure that supplied material meets *The Globe and Mail* specifications for high quality newspaper reproduction.

Pickup with changes

A **pickup ad** is old ad material with new changes being made to it.

A proof specifying the change(s) must also be supplied. This can be sent via fax.

Deadline	At least 2 business days before the section prints (may differ from the publication date depending on the section)
----------	--

NOTE It is important that this deadline be adhered to in order to allow adequate time to process ad material and to ensure that supplied material meets *The Globe and Mail* specifications for high quality newspaper reproduction.

NOTE *The Globe and Mail* cannot guarantee that changes will be possible for ads supplied as PDF. Depending on how elements in the ad have been created and how the PDF has been saved, edibility may be limited.

NOTE Colour proofs are for position and layout of text and images only. Proofs are not representative of actual colour reproduction.

DISCLAIMER *The Globe and Mail* does not release pubset ads for use in other newspapers.



Software specifications

Software specifications and versions
Creating a PDF/EPS

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Software specifications and versions

As software versions are constantly updated, please see our **Adforward** website for the most current info.

The following is a list of the software applications and versions accepted by *The Globe and Mail*.

Supported

Supported file types are those that are quickly and efficiently moved through the production workflow. These files cause the least number of errors.

Supported software

- › Acrobat Distiller
- › Adobe Illustrator
- › Adobe InDesign
- › Adobe Photoshop
- › QuarkXPress

NOTE If an Adobe Photoshop file is used, it must be flattened and contain no text. If text is created in Photoshop file it may appear rough or jagged and cause difficulties with reproduction.

Supported file formats

- › PDF (created using Acrobat Distiller)
- › EPS
- › Postscript

NOTE If submitting a PDF or EPS file, please refer to creating a PDF or EPS on the following page.

NOTE If both a PDF and native files are submitted to *The Globe and Mail*, the **PDF will automatically be used** unless the PDF is deemed incorrect for printing. It is assumed that the native files are submitted as a back-up and will be used only if required.

If the PDF file is **for proofing only**, please ensure that it is clearly indicated. A PDF for proofing will be used for layout/position only. It will not be used as a reference for colour.

Please refer to the **Proofs** section on page 33.

Not Supported

The file types listed under not supported refers to those that do not adequately manage a file for print reproduction. Such files result in errors when moving through the production workflow or simply cannot be used.

Software not supported

- › Adobe PageMaker
- › CorelDRAW
- › Macromedia Freehand
- › Microsoft Powerpoint
- › Microsoft Publisher
- › Microsoft Word
- › Word Perfect



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Creating a PDF/EPS

A PDF or EPS file is the most common and most accepted way to submit ad material to *The Globe and Mail*. If submitting a PDF or EPS, ensure the material is saved as a high resolution file (200 dpi) that is fully embedded or outlined in CMYK or grayscale colour mode only.

When creating a PDF, the **save as** or **save to PDF** option in the application program is **not recommended**. Using the save as or save to PDF option does not create as stable and reliable a PDF file, and can result in problems processing the ad. PDF files created using **PDF writer** are also **not recommended** for these same reasons.

To ensure you are creating an acceptable PDF for reproduction in *The Globe and Mail*, please visit our AdForward website: <http://adforward.globeandmail.ca>

Steps for creating a PDF using Acrobat Distiller and Distiller Job Options can be downloaded here.

A variety of instructional PDFs are also available for downloading such as:

- › Creating an EPS from InDesign
- › Creating a PostScript file

This website is updated regularly, so please visit for new instructional PDFs.



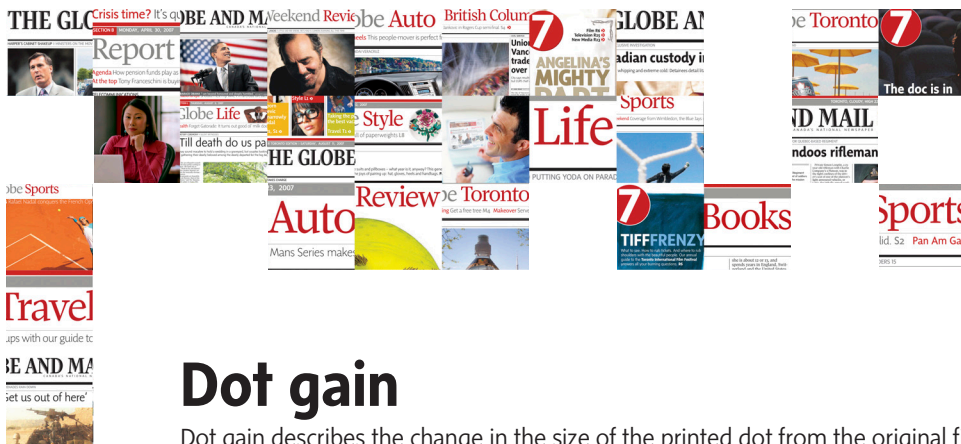
SECTION



Glossary

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Dot gain

Dot gain describes the change in the size of the printed dot from the original file to the press sheet. Dot gain is expressed as a percentage change in the 50% dot. The ink **bleeds** into the paper when it is printed, increasing the size of each printed dot. For example, an increase in dot size from 50% to 70% is called 20% dot gain.

The picture to the right illustrates dot gain.

Image 1: Shows the dot and the expected gain.

Image 2: Shows the original dot (dashed circle) and the resulting gain upon printing.



When there is 20% dot gain, only the 50% will gain to 70%. All other dots gain proportionately in size. For example, a 5% will only gain by 1 or 2 percentages.

Grey balance

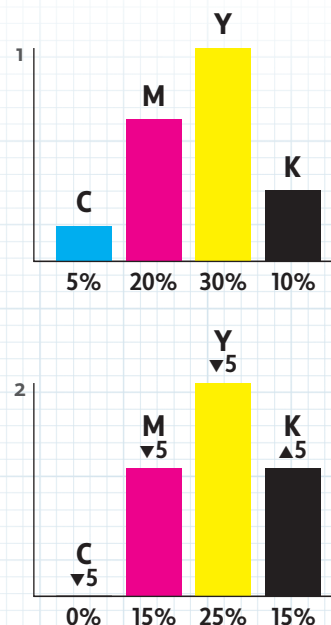
Gray balance is the values of cyan, magenta, and yellow that are needed to produce a neutral gray. When gray balance is achieved, the separations are said to have correct colour balance. *The Globe and Mail* conforms to ISO recommendations for gray balance. **The ISO values that produce a neutral gray are 30% cyan, 24% magenta, and 24% yellow.**

Grey component replacement (GCR)

The theory behind GCR is that whenever dots of yellow, magenta, and cyan are present in the same colour, there is a gray component to that colour. Therefore, the smallest of the three dot values (cyan, magenta, and yellow) can be removed from the colour, along with the same amount in the other two colours (removing the gray component). The amount removed is then replaced by the same percentage of black, without affecting the colour. The diagram below illustrates an example of GCR.

Image 1: The smallest of the three dot values is cyan with 5%. This means that 5% in cyan, 5% in magenta and 5% in yellow forms the gray component in this example. Using GCR, the gray component, or 5% cyan, 5% magenta, and 5% yellow should be removed from each of the colours, and "replaced" in the black.

Image 2: The final percentages of cyan, magenta, yellow, and black, can be seen to the right.



CONTINUED



Grey component replacement (GCR) (continued)

The example on the previous page used 100% GCR because 100% of the smallest dot (5% cyan) was removed. If only half of the amount of the lowest percentage was removed (half of the 5% cyan = 2.5%), it is then termed 50% GCR.

The use of GCR is desired as it improves the detail in the shadow area, helps compensate for dot gain, and reduces the amount of ink used. This ultimately reduces the amount of setoff and showthrough.

Knockout

Knockout refers to a shape or object printed by eliminating (knocking out) all background colors.

Example 1: The solid black background is removed or **knocked out** to form the letter **E**. Overprint is the opposite of knockout.

Example 2: The background has the letter **E** removed, so that the magenta **E** will not overprint the cyan background. This is desirable when you don't want the background colour to interfere with the colour of the text/object on top.

In this case, if the cyan background was underneath the magenta **E**, the colour of the **E** would be changed to blue as cyan and magenta together form blue.

Example 1



Example 2



Offset lithography

A printing process that requires an image carrier in the form of a plate on which photochemically produced image and non-image areas are receptive to ink and water, respectively.

Overprint

Overprint refers to text or an object printing over a background. The background is not removed from behind the text/object and the text/object is essentially printing on top of the background. In the example to the right, the cyan background is printing under the black letter **E**. The cyan is not removed, but instead the black letter prints overtop. Knockout is the opposite of overprint.

Overprints are most often used with black text because the colour of black is unaffected by the background/underneath colour.





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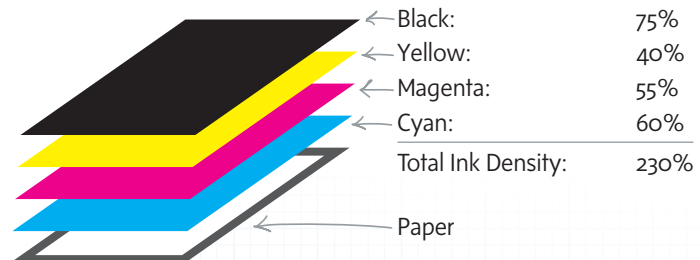
Total ink density

Total ink density is also referred to as **total ink coverage**. Total ink density, or total ink coverage, refers to the sum of the percentage of cyan, magenta, yellow, and black. This number is expressed as a percentage, and refers to the area with the highest total ink density in the image/file in any given area.

The maximum total ink density at The Globe and Mail (and for most newspapers) is 240%. If an image has a total ink density higher than 240%, this means that the sum of the percentage of cyan, magenta, yellow, and black in the darkest area is above 240%. A value of above 240% means there is too much ink on the page and as a result print problems are likely to occur such as setoff or the image plugging up.

An example of total ink density:

In the picture of the tiger below, the darkest area is in the shadow, with a total ink density measuring 230%. Reading the percentages in the shadow, the percentages of cyan, magenta, yellow, and black can be seen. The sum of these percentages equals 230%, the total ink density.





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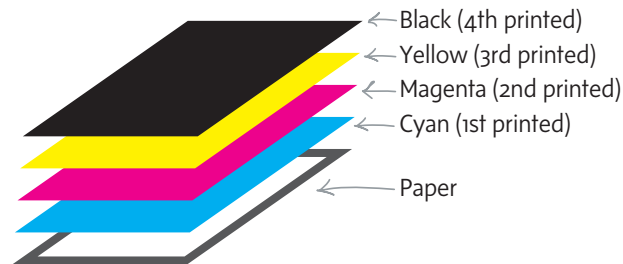
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The Globe and Mail print details

The Globe and Mail prints on coldset web offset presses at six print sites across the country. These six sites include locations in Vancouver, Calgary, Brandon, Mississauga, Boucherville, and Halifax.

Colour sequence and screen ruling

The ink laydown sequence used at *The Globe and Mail* is as follows:



Screen Ruling

The Globe and Mail produces its paper with a screen ruling of **100 lpi**.

Plate production

The Globe and Mail produces its newspaper with a completely filmless workflow. *The Globe and Mail* uses computer-to-plate (CTP) technology at all of its print sites. All production lines are calibrated to compensate for a **26% dot gain**.

Printing in sections

Please be aware that due to the number of sections *The Globe and Mail* has in its newspaper, some are pre-printed and then inserted into the final newspaper. As a result, deadlines may occur before the publication/run date of the newspaper. It is important to be aware of these deadlines in order to ensure adequate time for booking and the submission of artwork.



Web printing

A continuous **web** or **roll** of paper is fed into the press instead of sheets of paper (sheetfed printing). Web printing tends to run at faster speeds and have longer print runs.

The images below provide examples of a web or roll of paper that is fed into the press providing a continuous stream of paper.





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Contacts

For all inquiries, please contact your Sales Representative or Advertising Services Representative (ASR).

For magazine inquiries, please contact your Sales Representative.

Advertising inquiries

Local	416.585.5111
Toll-free	1.866.999.9237

Advertising Services Manager

Fatima Wilson	416.585.3325
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Preflight department

416.585.5721

Quality control team

Daniel Charron	416.585.5089
Ann Grant	416.585.5120
Daniella Stegne	416.585.5497

Senior Production Directors

Brad Mollison	416.585.5654
Sally Pirri	416.585.5638