

# Digital Material

## SPECIFICATIONS

### IMPORTANT GENERAL REQUIREMENTS

The following guidelines are for digital material supplied to Mercury Publications Limited. Digital material can be accepted only if it meets our specifications for electronic output. An extra charge may apply if files do not fall within these guidelines.

- 1** Digital files in colour must be accompanied by a colour match proof, while B&W files must include a laser proof.  
We accept no responsibility for content or colour accuracy where no proof has been supplied. We assume no responsibility for the colour reproduction of files or images that are RGB colour or contain placed images that are RGB. All files must be CMYK.
- 2** A proof of any digital ad received will be produced and faxed/mailed to you to confirm its accuracy.
- 3** Please note that we do not accept ads supplied as film.

### MEDIA COMPATIBILITY

Files can be accepted via the following media:

- CD

Note: Media must be Macintosh or universally formatted.

### FONT COMPATIBILITY

- all fonts must be supplied with your files
- Only Postscript fonts are supported. Please supply both printer and screen fonts
- In all Illustrator files, fonts must be converted to outlines, not stored or embedded.
- DO NOT use artificial font styles.

### FILE COMPATIBILITY

We accept the files created in Macintosh format only, and in the following software programs:

- QuarkXPress, up to and including version 8.02
- Adobe Illustrator, up to and including version CS4
- Adobe Photoshop, up to and including version CS4

File types can be accepted in these formats (PC or Mac):

- Illustrator EPS (fonts must be converted to outlines)
- Photoshop EPS (single file not DSC) / CMYK Mode
- Photoshop TIFF / CMYK Mode
- Illustrator files using the transparency feature **MUST be flattened**
- Supporting files such as placed scans or graphic elements **must be supplied in CMYK values and at 100% of final size** as placed in ad.
- Resolution of images must be at least 300dpi or higher.
- Do not supply trapped files; trapping is handled in prepress to our printer's specifications.

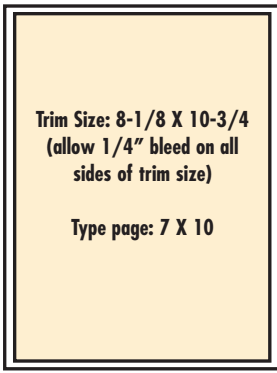
### WE DO ACCEPT HIGH RES PDF FILES WITH ALL FONTS CONVERTED TO OUTLINES & IMAGES (CMYK) EMBEDDED

### E-MAIL & FTP

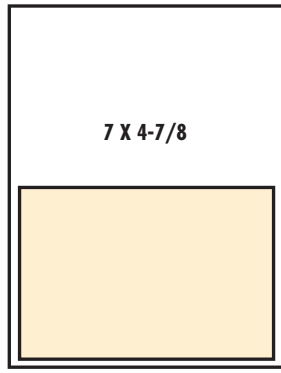
- All files must be compressed: stuffed or zipped
- To post files to Mercury Publications FTP Site, call our Advertising Production Manager for specific instructions.
- Send e-mails to [ads@mercury.mb.ca](mailto:ads@mercury.mb.ca)  
Be sure to indicate name of ad, publication and issue date.
- Black & white files sent via e-mail or FTP must be accompanied by a proof faxed to (204) 954-2057. Be sure to indicate name of ad, publication and issue date.
- Colour files sent via e-mail or FTP require a high-resolution colour match proof couriered to our office.

# MERCURY AD SIZES

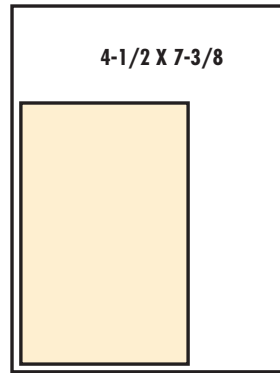
	WIDTH		DEPTH	
	PICAS	INCHES	PICAS	INCHES
<i>* any ads requiring a bleed, must allow a 1/4" bleed on each side of the trim size.</i>				
<b>double page spread (trim size)*</b>	–	<b>16-1/4</b>	–	<b>10-3/4</b>
<b>full page (with bleed)</b>	–	<b>8-6/8</b>	–	<b>11-2/4</b>
<b>full page (trim size)*</b>	–	<b>8-1/8</b>	–	<b>10-3/4</b>
<b>full page (live area)</b>	42p0	<b>7</b>	60p0	<b>10</b>
<b>2/3 page x 2 col.</b>	27p6	<b>4-1/2</b>	60p0	<b>10</b>
<b>2/3 page x 3 col.</b>	42p0	<b>7</b>	39p6	<b>6-1/2</b>
<b>1/2 page x 1-1/2 col.</b>	20p6	<b>3-3/8</b>	60p0	<b>10</b>
<b>1/2 page x 2 col. (island)</b>	27p6	<b>4-1/2</b>	44p6	<b>7-3/8</b>
<b>1/2 page x 3 col.</b>	42p0	<b>7</b>	29p6	<b>4-7/8</b>
<b>1/3 page x 1 col.</b>	13p0	<b>2-1/8</b>	60p0	<b>10</b>
<b>1/3 page x 1-1/2 col.</b>	20p6	<b>3-3/8</b>	39p6	<b>6-1/2</b>
<b>1/3 page x 2 col</b>	27p6	<b>4-1/2</b>	29p6	<b>4-7/8</b>
<b>1/3 page x 3 col.</b>	42p0	<b>7</b>	19p6	<b>3-1/4</b>
<b>1/4 page x 1 col.</b>	13p0	<b>2-1/8</b>	44p6	<b>7-3/8</b>
<b>1/4 page x 1-1/2 col.</b>	20p6	<b>3-3/8</b>	29p6	<b>4-7/8</b>
<b>1/4 page x 2 col.</b>	27p6	<b>4-1/2</b>	22p6	<b>3-3/4</b>
<b>1/4 page x 3 col.</b>	42p0	<b>7</b>	14p6	<b>2-3/8</b>
<b>1/6 page x 1 col.</b>	13p0	<b>2-1/8</b>	29p6	<b>4-7/8</b>
<b>1/6 page x 1-1/2 col.</b>	20p6	<b>3-3/8</b>	19p6	<b>3-1/4</b>
<b>1/6 page x 2 col.</b>	27p6	<b>4-1/2</b>	14p6	<b>2-3/8</b>
<b>1/6 page x 3 col.</b>	42p0	<b>7</b>	9p6	<b>1-5/8</b>
<b>1/8 page x 1 col.</b>	13p0	<b>2-1/8</b>	22p6	<b>3-3/4</b>
<b>1/8 page x 1-1/2 col. (card size)</b>	20p6	<b>3-3/8</b>	14p6	<b>2-3/8</b>
<b>1/8 page x 2 col.</b>	27p6	<b>4-1/2</b>	10p6	<b>1-3/4</b>
<b>1/8 page x 3 col.</b>	42p0	<b>7</b>	7p6	<b>1-1/4</b>
<b>1/12 page x 1 col. (directory)</b>	13p0	<b>2-3/8</b>	14p6	<b>2-2/8</b>



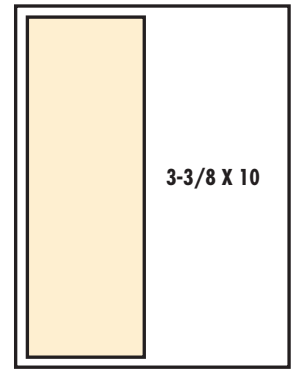
**FULL PAGE**



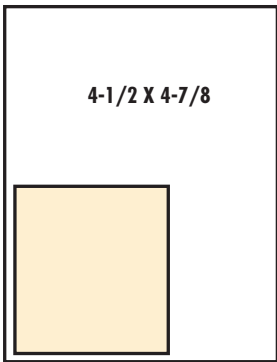
**1/2 PAGE X 3**



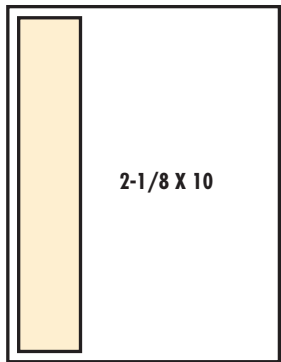
**1/2 PAGE X 2  
ISLAND**



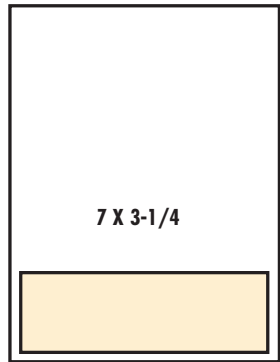
**1/2 PAGE X 1-1/2**



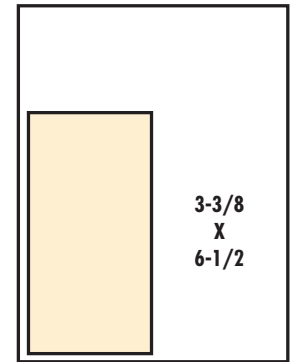
**1/3 PAGE X 2**



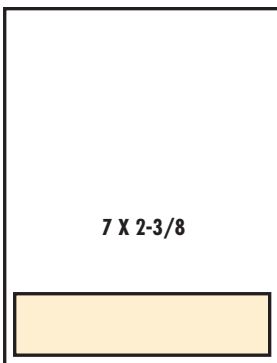
**1/3 PAGE X 1**



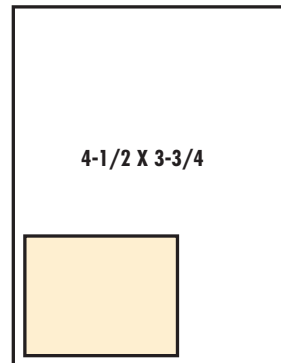
**1/3 PAGE X 3**



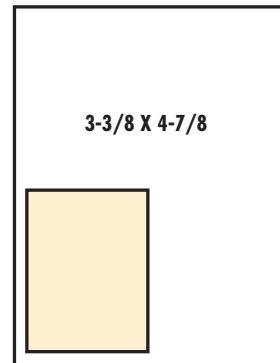
**1/3 PAGE X 1-1/2**



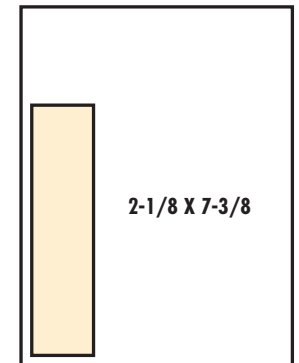
**1/4 PAGE X 3**



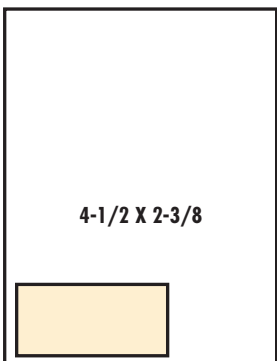
**1/4 PAGE X 2**



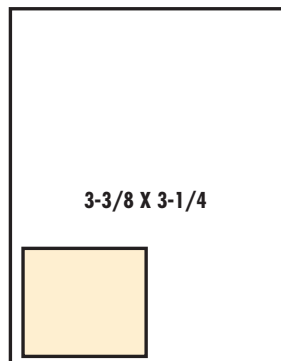
**1/4 PAGE X 1-1/2**



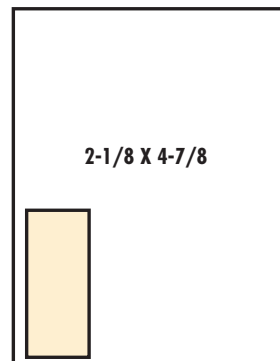
**1/4 PAGE X 1**



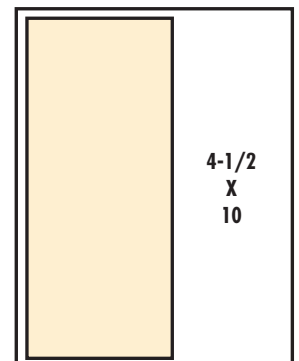
**1/6 PAGE X 2**



**1/6 PAGE X 1-1/2**



**1/6 PAGE X 1**



**2/3 PAGE X 2**