

AD MATERIAL SPECIFICATIONS

Fast Forward Weekly provides the following specifications to ensure the highest quality for ad reproduction. Fast Forward Weekly may not be able to identify problematic issues with supplied files and will not be responsible for the quality of ad reproduction if material provided does not meet these specifications.

Resolution

- All continuous tone photos should be a resolution of **200 DPI** (dots per inch) at print size
- Line art should have a resolution of 600 DPI at print size
- WARNING: Internet graphics and photos copied from web pages (e.g. GIF, JPEG, PNG, etc.) are typically only 72 DPI and will not reproduce with desirable quality

Colour

- All artwork that is to print as black & white must be converted to GREYSCALE mode
- Elements (including photos, line art, and type) containing RGB, LAB, or ICC based colours must be converted to **CMYK** — except for intended spot colours
- When a spot colour is required, specify using the PANTONE® Matching System (PMS) for uncoated, solid colours

• Print density requires consideration when printing several colours on top of each other. The maximum density in screen builds and separations should not exceed 200%. Exceeding this percentage will cause images and screens to plug.

Halftones and Type

- Halftones and screens are printed at a line screen of 100 LPI. To provide the greatest amount of detail, artwork should have a highlight not less than 2% and a maximum of 95% in the shadow area

• Do not create black elements using a multi-colour build (CMYK). Black appearing in images must have no more than a total of 240% of ink in the four colours. For black outside of an image (a background for example) use only black, or for a rich black use no more than 30 Cyan, 100 Black. Multi-colour builds will result in poor registration, offsetting, and a generally dirty print job

- As a safeguard, reverse type out of single colour screens should not be smaller than 10 pt. When reverse san-serif type is used in multi-colour builds, type should be a minimum of 12 pt. Serif reverse type should not be smaller than 16 pt minimum type size. When using the same colour type in a graduated screen, the screen should not exceed 40% at the location of the type. Fine black type and/or graphics should overprint background elements rather than knocking out the background
- As a safeguard, colour type should be a minimum of 12 pt for san-serif type. Serif type should not be smaller than 16 pt minimum type size

Native Files

QuarkXPress (v6.5 or earlier) or Adobe InDesign (v4 or earlier)

- Collect for output with all fonts, photos, and line art included
- Type 1 PostScript fonts only (both screen and printer files), no True Type fonts
- Use stylized fonts only. Do not apply style attributes such as bold, italic, or outline on type, as these attributes may not be retained when output to press

• Compatibility issues may arise from special effects, particularly transparency and drop shadows, applied within Adobe InDesign and Illustrator. To ensure special effects are retained, output as an EPS file or rasterized format as per specifications provided. When creating PDFs, be sure that the Compatibility is set to Acrobat 4.0 (PDF 1.3)

Adobe Illustrator (v12 or earlier)

- Create outlines for all type
- Embed (or link and include) all photos and line art
- Save in CMYK mode with an output resolution of 800 DPI
- Save with preview as EPS format

Fast Forward Weekly accepts several raster formats, but warns that they may not provide high-quality reproduction.

- TIFF, Photoshop EPS, PSD
- Set to resolution of 200 DPI at print size
- Avoid type sizes below 8 pt for imposed text
- All layers must be flattened
- Do not use image compression (e.g. LZW)
- Make sure Raster Effects setting is at least 200 dpi.
- If using CS2 /CS3 make a PDF with compatibility set to Acrobat 4 (PDF 1.3)
- JPG/JPEG format accepted, but not recommended due to loss of quality from inherent compression

Fast Forward Weekly **will not accept** ad material submitted in the following native formats:

- CorelDRAW
- Microsoft Publisher
- Word processor documents (e.g. Microsoft Word, Corel WordPerfect, etc.)
- Slide show documents (e.g. Microsoft PowerPoint, Corel Presentations, etc.)
- Spreadsheets (e.g. Microsoft Excel, Corel Quattro Pro, etc.)
- HTML documents

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Press-ready PDFs

Fast Forward Weekly recommends PDF (Portable Document Format) files for press-ready ad material submissions. While many applications provide a PDF output option, all native files must still adhere to specifications outlined within this document and PDF files must be correctly press-ready. PDF files should be distilled from the "Press" or "PDF/X1a" Adobe Distiller job options with the following guidelines:

- Minimum resolution of 1200 DPI
- All fonts embedded or created to outlines in native file
- Embedded images must have correct resolution and colour mode
- No image compression
- Acrobat 4.0 (PDF 1.3) compatible

Other Considerations

- Fast Forward Weekly is a tabloid publication printed on standard newsprint through a web-fed press. Active image area on all pages measures 10.25" wide by 13.75" deep (call for specifications on spreads). The finished trim area measures 11.00" wide by 14.50" deep with no bleeds on any pages. For all available ad dimensions, refer to the most recent versions of Fast Forward Weekly's rate cards or contact an advertising representative for details.
- Page "furniture" should not be included in your final artwork. Ensure that you do not have any crop marks, colour bars, registration marks, or any other similar items in the margins or edges of your files. Rotate all artwork to the final orientation in the authoring application.
- Trapping is the overlap of adjoining colours to prevent the appearance of mis-registration that is inherent in web printing. Due to the speed and characteristics of paper passing through the press, applying trap to all elements on the page can easily control this process variation. Our press will apply trap to all pages. Please inform us if you are supplying pretrapped pages or have overprints applied.

Ad Submission

To assist us with ad material identification and coordination, use descriptive and concise file naming. We recommend that you include your organization's name and ad insertion start date within the file name (e.g. xyz-biz_feb22.pdf). Avoid using "fast forward" or "ffwd" within the file name and do not use any of the following nine characters:

\\/:*? "<>|

Fast Forward Weekly does not provide proofs for supplied ad material. You are welcome to submit a flattened, low-resolution JPEG file with your press-ready ad material for our reference. Please submit ad material via any of the following three options:

- A) E-mail attachment to advertising@ffwd.greatwest.ca
- B) FTP

Host: <ftp.greatwest.ca>

User ID: [adsffwd](#)

Password: [urbancal](#)

Directory: [Upload](#)

Please provide notice of FTP upload via e-mail to advertising@ffwd.greatwest.ca

- C) Macintosh compatible compact disc shipped directly to Fast Forward Weekly. When submitting multiple files, archive/compress all files within one folder in a format supported by Stuffit Expander (e.g. SIT, ZIP, etc.).

Deadlines*

- Ad booking: Noon on Fridays prior to publication date
 - Ad building for proof: 3:00 p.m. on Fridays prior to publication date
 - Press-ready ads: Noon on Mondays prior to publication date
- * All deadlines advanced by one business day when a statutory holiday occurs within one week preceding any given issue



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advertising@ffwd.greatwest.ca • www.ffwdweekly.com

RETAIL AD FORMATS

<p>UNIT A</p> <p>FULL PAGE</p> <p>[1] 10.25" x 13.75"</p>	<p>UNIT B</p> <p>4/5 PAGE</p> <p>[1] 8.00" x 13.75"</p>	<p>UNIT C</p> <p>2</p> <p>1</p> <p>3/5 PAGE</p> <p>[1] 10.25" x 9.00" [2] 6.00" x 13.75"</p>	<p>UNIT D</p> <p>2</p> <p>1</p> <p>1/2 PAGE</p> <p>[1] 10.25" x 6.75" [2] 6.00" x 11.00"</p>	<p>UNIT E</p> <p>3</p> <p>2</p> <p>1</p> <p>2/5 PAGE</p> <p>[1] 8.00" x 6.75" [2] 6.00" x 9.00" [3] 4.00" x 13.75"</p>	<p>UNIT F</p> <p>2</p> <p>1</p> <p>1/3 PAGE</p> <p>[1] 6.00" x 6.75" [2] 4.00" x 11.00"</p>
<p>UNIT G</p> <p>2</p> <p>1</p> <p>1/4 PAGE</p> <p>[1] 8.00" x 4.50" [2] 4.00" x 9.00"</p>	<p>UNIT H</p> <p>3</p> <p>2</p> <p>1</p> <p>1/5 PAGE</p> <p>[1] 6.00" x 4.50" [2] 4.00" x 6.75" [3] 2.00" x 13.75"</p>	<p>UNIT I</p> <p>2</p> <p>1</p> <p>1/8 PAGE</p> <p>[1] 4.00" x 4.50" [2] 2.00" x 9.00"</p>	<p>UNIT J</p> <p>2</p> <p>1/10 PAGE</p> <p>[1] 6.00" x 2.50" [2] 2.00" x 6.75"</p>	<p>BUSINESS CARDS</p> <p>MINIBOX</p> <p>3 1 2</p> <p>[1] 4.00" x 2.50" [2] 2.00" x 4.50" [3] 2.00" x 2.50"</p>	<p>BANNERS</p> <p>1 LARGE</p> <p>2 SMALL</p> <p>[1] 10.25" x 4.50" [2] 10.25" x 2.50"</p>

CLASSIFIED AD FORMATS

		7	6	5	4	3	2	1
Ad Size		10.25" wide	8.75" w	7.30" w	5.80" w	4.30" w	2.85" w	1.35" w
Full	A	12.50" high						
5/7	B	8.95" h	10.40" h	12.50" h				
1/2	C	6.25" h	7.30" h	8.75" h	10.95" h			
1/3	D	4.15" h	4.85" h	5.85" h	7.30" h	9.70" h		
1/4	E	3.15" h	3.65" h	4.40" h	5.45" h	7.30" h	10.95" h	
1/6	F	2.10" h	2.45" h	2.90" h	3.65" h	4.85" h	7.30" h	
1/8	G			2.20" h	2.75" h	3.65" h	5.45" h	10.95" h
1/10	H				2.20" h	2.90" h	4.40" h	8.75" h
1/14	I					2.10" h	3.15" h	6.25" h
1/21	J						2.10" h	4.15" h
1/30	K							2.90" h
1/44	L							2.00" h
1/64	M							1.35" h

SAMPLE ADS DESIGN DO & DON'T

Do:

- Include essential information like: logo, address, website, event time, date & location
- Allow some blank spaces in the ad to allow the eye to move through the information more easily.
- Direct readers to website or phone for more information rather than putting all the info into the ad.
- Keep typeface to a minimum. 2 is recommended. (excluding the logo). Make sure they are reasonably legible.
- Differentiate information different type sizes and weights from a family of fonts.
- Reverse type: San serif is better for small sizes, but no smaller than 6 pt.
- Keep alignment consistent: Left, Right or Centred.
- For readability, grey backgrounds should be no more than 20 % for black type.

Don't:

- Overcrowd information. Too much and too crowded is hard to read.
- Tiny type on a black or dark background. The type can fill in and is hard to read.
- Too many typefaces.
- Too many fancy typefaces.
- Too many small images



Music • Food • Friends

This Friday
THE BAND


Saturday
THE OTHER BAND

Sunday
KARAOKE

Monday
WING NIGHT

Tuesday
PIZZA NIGHT

www.ourbar.com
403-555-1234
123 - 5th Ave SW



Hard to find
Independents
Documentaries
Foreign
...plus the
usual suspects

movieland

www.ourstore.com
403-555-1234
123 - 5th Ave SW

logo

Music • Food • Friends
Lunch • Dinner • Drinks

This Friday \$5 cover plus beer ticket
the band one

Saturday bring a friend
THE OTHER ROCK BAND

with an opening band
KARAOKE

Sunday
WING NIGHT

Monday
PIZZA NIGHT

Tuesday
PIZZA NIGHT

Best pizza in town, come and try it out, dare to compare. Plus, daily chef specials, delicious.

www.ourbar.com
403-555-1234
123 - 5th Ave SW