DEADLINES AND PLACEMENT

THE COAST NEWSPAPER

ISSUE DATE **THURSDAY**

AD CLOSING DATE **FRIDAY, 5PM**

ARTWORK DEADLINE **MONDAY 5PM**

APPROVED ART DEADLINE TUESDAY 5PM

No cancellations after Monday 5pm

Ad rates reflect a per ad cost based on frequency discount.

PRE PRINTED INSERTS

Inserts must be received the Monday the week the insert is to be run. Insert reservations need to be made Monday two weeks before the insert run date. Publisher has the right to cancel inserts based on content. **Ship inserts to:** Transcontinental, Attention: Angela Conrad, 11 Ragged Lake Blvd. Halifax, NS B3S 1R3

Minimum size: 4"w x 6"h (folded edge must be at least 6")
Maximum size: 10.25"w x 12.5"h, 12 pages

FILE SUBMISSION

All artwork should be emailed to production@thecoast.ca

• Please include with your file the client name, a contact phone number and the date of the issue in which the ad should run.

• For files exceeding 10MB our dropbox information is as follows:
https://www.dropbox.com
username: sales@thecoast.ca
password: beef41.trunk
    *drag and drop files into "Public" folder

DESIGN, ON THE HOUSE

As a service to our advertisers The Coast provides complimentary typesetting and design services. We design ads on a first come first served basis so clients who get their materials in early get more attention paid to their ads. If you need our services call your sales rep for info on what we need to make your ad.

DOUBLE PAGE SPREAD
21.375"W 11.5"H

FULL PAGE
10"W x 11.5"H

3/4 VERTICAL
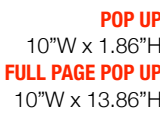7.45"W x 11.5"H

JUNIOR
7.45"W x 8.56"H

1/2 HORIZONTAL
10"W x 5.68"H

1/2 VERTICAL
4.92"W x 11.5"H

3/8 HORIZONTAL
7.45"W x 5.68"H

3/8 VERTICAL
4.92"W x 8.56"H

1/3 PAGE
H 10"W x 3.75"H
V 4.92"W x 7.65"H

1/4 PAGE
S 4.92"W x 5.68"H
V 2.375"W x 11.5"H

1/4 H / BANNER
10"W x 2.78"H

1/6
4.92"W x 3.75"H

1/8 HORIZONTAL
4.92"W x 2.78"H
1/8 VERTICAL
2.375"W x 5.68"H

1/12
2.375"W x 3.75"H
TEASER
2.375"W x 2.78"H

MINIMART
2.375"W x 1.33"H

POP UP
10"W x 1.86"H
FULL PAGE POP UP
10"W x 13.86"H

IMPORTANT This area is where the roller grips the paper while printing. If you run your artwork through this area for the FULL PAGE POP UP slight ink drag may occur. For best results copy should not be placed in this area.

PRINTING SPECIFICATIONS

• All ads should be built to the exact size (see above) and there should be no white space or information outside the active area. Artwork that does not conform to the modular sizes provided will be re-formatted, reduced, enlarged or framed at the discretion of The Coast.

• All artwork should be at least 240 dpi however 300 dpi is preferred.

• Our maximum ink density is 220.

• Fine lines and small type may be in color, but should use as few inks as possible. For colour type we recommend using heavier (bold) type that can survive small variations in registration.

• Blacks should be created as 100% K, or K plus one other color. Never create a black out of all four colors.

• All Pantone must be converted to CMYK.

• The Coast cannot guarantee exact colour matching or perfect registration.

• Please design your artwork considering a newsprint dot gain of 20-39%.

• When using white type on a dark background mininum type size should be 10pt and avoid using serif fonts.

• Print a copy of the ad before submission. Even though the ad may look fine on screen, it may not print as you expect it to.