

Print Advertising Specifications for Designers 2022-2023

Designers: Please ensure your client has made and approved a hard copy of the ad, printed on paper, before submitting it to The WholeNote.

Ad Dimensions

- ▶ Please refer to "Print Advertising Rates" or "Typical Ad Sizes" for ad sizing.

File Preparation

- ▶ Export artwork as a **Press Quality Adobe Acrobat PDF**
- ▶ Full-page ads must include crop marks and bleed allowance, if applicable. Please see our document "Preparing Your Full-Page Ad" for details.
- ▶ All other ads must be trimmed exactly to size (no white space around) with NO crop marks. No colour swatches, or agency information please..
- ▶ Use process CMYK colours only. No RGB or Pantones.
- ▶ Your ad may require a thin border (not less than .25 point) around your artwork to contain the ad.
- ▶ Prepare BLACK TEXT as 100% Process Black. Black text must not be prepared as four-tone (CMYK).
- ▶ Reverse text must be knocked out to 0% ink (not "white")
- ▶ For smaller text avoid 4-plate colours: single-plate process colours work best.
- ▶ Flatten all transparency
- ▶ Examine a hard copy of your print ad, on paper, before you send it.

PDF Preset

- ▶ Please export using this profile:
US sheetfed coated V2

Maximum Ink Density

- ▶ Total combined CMYK values must not exceed 300%

Image Quality

- ▶ For sharp reproduction, the resolution for any halftones used in your artwork should be not less than 300 DPI.
- ▶ Photos should be reduced to the correct maximum ink density (see above) **before** importing them into the file.
- ▶ Check that any images are embedded, not linked

Fonts

- ▶ All fonts used should be OpenType, Type 1, PostScript, TrueType — embedded or outlined.
- ▶ Type must be sized at 8 point or larger

Contact Us

Artwork inquiries: adart@thewholenote.com
or phone 416-323-2232 ext 25.

▶ **Reverse Text** is any text which is a lighter colour than the background. For example, any text on a black background is reverse text.

- ▶ Reverse text must be bold.
- ▶ Use at least 12 pt. for a serif font (eg. TIMES NEW ROMAN),
- ▶ Use at least 10 pt. for a robust sans serif font (eg. VERDANA).
- ▶ Avoid delicate fonts and scripted or italic fonts. These must be at least 14pt if reversed.
- ▶ Black backgrounds should be 100%k (pure black) only.
- ▶ Backgrounds, any colour other than black, should consist of at least 50% ink. Be sure there is good contrast between the text and background.
- ▶ Coloured text on a black background must have ink values between 20% - 40%. Percentages of single plate process colours work best for this purpose.

Before Sending Your Ad

- ▶ Print a hard copy of your PDF on ordinary paper. Make sure all text is legible. Keep in mind our magazine paper is not as bright as your printer paper.
- ▶ Check final PDF to ensure that no accidental spot colour elements remain such as Pantone logos.
- ▶ All transparency layers must be flattened when converting artwork to a PDF.

Sending Your Ad

- ▶ Please label your file in the following format:
YourOrganizationName_MonthYear.pdf.
(EG: MyChoir_Sept2022.pdf)
- ▶ Include your organization's name and publication month, as above, in the email's subject line.
- ▶ If your submission is smaller than 25MB, email final artwork well before the deadline to:
adart@thewholenote.com.
- ▶ If your submission is larger than 25MB, please use a file sharing service such as dropbox or box.com. If you require further assistance please contact **systems@thewholenote.com**.

PLEASE NOTE that submitted files that do not comply with these specifications may result in extra charges to the advertiser.

WholeNote Media Inc.

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