



ALBERTA

### Calgary Herald

Publishes on Mon, Tue, Wed, Thu, Fri, Sat, Sun

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<b>Format</b>	Broadsheet		
<b>Measure</b>	Agate		

#### FTP Information

<b>Host Name</b>	http://cwftp.canwest.com	<b>Access to CanWest Publications*</b>	
<b>User ID</b>	calgaryadupload	<b>First Class Bulletin Board:</b>	Yes
<b>Password</b>	VeDR3ste	<b>Special Requirements</b>	Contact Newspaper
<b>Directory</b>			

#### Email Address to Allow Attachments

e-mail to be used for emergencies only - eppads@theherald.canwest.com

Please ensure that the file is named with an ad number. If this is not possible please put the file in a folder and include a text file with information. This folder must be compressed using either PC or Macintosh software.

<b>Production Contacts</b>	<b>Telephone No.</b>	<b>Fax No.</b>
Lisa Janzen	(403) 235-8635	(403) 235-8720
Paul Cartwright	(403) 235-7274	(403) 235-8720

#### Specifications

<b>No. of Cols</b>	10	<b>Print Process</b>	Offset
<b>Col. Depth</b>	310	<b>Emulsion</b>	RRD
<b>Total Lines</b>	3100	<b>BW Screen</b>	100 line screen
<b>Page Width</b>	10.5	<b>Colour Screen</b>	100 line screen
<b>Page Depth</b>	22.16		

#### Specification by Column (Cumulative)

Accurate for production of advertising material

Column	Minimum Depth (lines)	Rounded Inches	Picas Points	Accurate Inches
1	15	15/16	5p8	0.9375
2	20	2	12p0	2.000
3	25	3 1/16	18p5	3.0625
4	30	4 1/8	24p9	4.125
5	35	5 3/16	31p2	5.1875
6	40	6 1/4	37p6	6.25
7	40	7 5/16	43p11	7.3125
8	40	8 3/8	50p3	8.375
9	Not Accepted	Not Accepted	Not Accepted	Not Accepted
10	40	10 1/2	63p	10.5

Ad depth greater than 275 lines, charged at 310 line depth