

Edmonton Journal

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| | | | |
|------------------------|--|--------------|---------------|
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| Format | Broadsheet | | |
| Measure | Agate | | |

FTP Information

| | | | |
|------------------|-----------------|---|-----|
| Host Name | 139.142.33.131 | Access to CanWest Publications* | |
| User ID | upload | First Class Bulletin Board: | Yes |
| Password | upload | Special Requirements | |
| Directory | upload_drop_box | Name of file(s) should include client/co. name, ad # (this can be acquired from your Sales Rep) | |

Email Address to Allow Attachments

ads@thejournal.canwest.com (can not exceed 3.5MB) or lpropp@thejournal.canwest.com

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|---------------------------------------|-------------------------|----------------|
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Specifications

| | | | |
|--------------------|--------|----------------------|----------|
| No. of Cols | 10 | Print Process | Offset |
| Col. Depth | 310 | Emulsion | RRD |
| Total Lines | 3100 | BW Screen | 100 line |
| Page Width | 10.5 | Colour Screen | 100 line |
| Page Depth | 22.142 | | |

Specification by Column (Cumulative)

Accurate for production of advertising material

| Column | Minimum Depth (lines) | Rounded Inches | Picas Points | Accurate Inches |
|--------|-----------------------|----------------|--------------|-----------------|
| 1 | 14 | 15/16 | 5p8 | 0.9375 |
| 2 | 14 | 2 | 12p0 | 2.000 |
| 3 | 30 | 3 1/16 | 18p5 | 3.0625 |
| 4 | 25 | 4 1/8 | 24p9 | 4.125 |
| 5 | 30 | 5 3/16 | 31p2 | 5.1875 |
| 6 | 35 | 6 1/4 | 37p6 | 6.25 |
| 7 | 40 | 7 5/16 | 43p11 | 7.3125 |
| 8 | 45 | 8 3/8 | 50p3 | 8.375 |
| 9 | Not Accepted | Not Accepted | Not Accepted | Not Accepted |
| 10 | 60 | 10 1/2 | 63p | 10.5 |

Ad depth greater than **285** lines, charged at **310** line depth