

FPM Mechanicals

Unit	Type Page	Trim Size	Bleed Size
Full Page	7 1/2"w x 10"d	8"w x 10 1/2"d	8 1/2"w x 11"d
Double Page Spread*	15 1/2"w x 10"d	16"w x 10 1/2"d	16 1/2"w x 11"d
1/2 Page DPS*	15 1/2"w x 4 1/2"d	16"w x 5"d	16 1/2"w x 5 1/2"d
1/2 Page Vertical	3 1/4"w x 10"d	3 3/4"w x 10 1/2"d	4 1/4"w x 11"d
1/2 Page Horizontal	7 1/2"w x 4 1/2"d	8"w x 5"d	8 1/2"w x 5 1/2"d
1/2 Page Digest	4 1/2"w x 7"d	5"w x 7 1/2"d	5 1/2"w x 8"d
1/3 Page Vertical	2"w x 10"d	2 1/2"w x 10 1/2"d	3"w x 11"d
1/3 Page Horizontal	7 1/2"w x 3 1/8"d	8"w x 3 3/8"d	8 1/2"w x 3 5/8"d
1/3 Page Square	4 1/2"w x 4 1/2"d	5"w x 5"d	5 1/2"w x 5 1/2"d
2/3 Page Vertical	4 1/2"w x 10"d	5"w x 10 1/2"d	5 1/2"w x 11

*1/2" type safety must be applied in the centre/gutter of DPS files for perfect bound magazines. For further information, contact your sales representative.

Supplied Materials:

Financial Post Magazine requires collect for output or high resolution PDF digital files accompanied by a digital contact proof.

Mechanical Requirements:

National Post is fully set up to receive electronic advertising, via the Internet or CD/DVD, in either Macintosh or PC platforms. Mac format is preferred. The following is a list of procedures we support. Please take note of these parameters, as we cannot assume responsibility for any incompatibility problems in these areas.

Please follow the steps below for ad preparation:

- > All files must be supplied as print ready high resolution PDFs, or complete files collected for output.
- > Colour settings: web offset coated, standard dot gain of 26%, UCR, black ink limit of 80%, total ink limit of 285%
- > Halftone Screen: 133 line screen
- > All material must be CMYK with a minimum 300 dpi
- > Minimum 2% in highlight
- > Size and crop images as close to final size as possible
- > B/W line art should be a minimum of 800 dpi saved in a TIFF bitmap format
- > Bleed allowance: 1/4"
- > Type safety allowance: 1/4" (1/2" type safety applied in the centre/gutter of all DPS files for perfect bound editions only)

Send Material and Proofs to:

Financial Post Magazine
300-1450 Don Mills Road, Toronto, ON
M3B 3R5
ATTN: Josie Novello

FTP Site Information:

Host: ftp.nationalpost.com
User ID: fpmagazine
Password: fpmagazine

Please note: log-on information is case sensitive. Please ensure that lower case characters are used.

E-mail: Josie Novello
production@financialpostmagazine.com
(file can be 5mb max.)

If you have questions regarding your files, please contact: Digital Ads at 416-386-2794

Production Process:

High-speed, wet process, Web offset lithography.

Binding: Saddle stitched (June & November issues are perfect bound)

For information about advertising material, please contact:

Josie Novello, Director of Production, FP Magazine

Tel: 416-386-2747 E-mail: production@financialpostmagazine.com