



SASKATCHEWAN

Regina Leader-Post

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

| | | | |
|------------------------|---------------------------------------|--------------|---------------|
| Mailing Address | 1964 Park St. Regina S4P 3G4 SK | Phone | (306)781-5252 |
| | | Fax | (306)781-5350 |
| Format | Broadsheet | | |
| Measure | Agate | | |

FTP Information

| | | | |
|------------------|--------------------|--|-------------------|
| Host Name | ftp.leaderpost.com | Access to CanWest Publications* | |
| User ID | general | First Class Bulletin Board: | Yes |
| Password | lp1459 | Special Requirements | |
| Directory | leave blank | | Contact Newspaper |

Email Address to Allow Attachments

key_accounts@leaderpost.canwest.com

these are the NEW newspaper material specifications effective Feb 17/09

| | | |
|----------------------------|----------------------|----------------|
| Production Contacts | Telephone No. | Fax No. |
| Dick Mohr | (306) 781-5377 | (306) 781-5350 |

Specifications

| | | | |
|--------------------|---------|----------------------|--------|
| No. of Cols | 10 | Print Process | Offset |
| Col. Depth | 300 | Emulsion | RRD |
| Total Lines | 3000 | BW Screen | 85 |
| Page Width | 10 1/2 | Colour Screen | 85 |
| Page Depth | 21 7/16 | | |

Specification by Column (Cumulative)

Accurate for production of advertising material

| Column | Minimum Depth (lines) | Rounded Inches | Picas Points | Accurate Inches |
|--------|-----------------------|----------------|--------------|-----------------|
| 1 | 20 | 15/16 | 5p8 | 0.9375 |
| 2 | 30 | 2 | 12p0 | 2.000 |
| 3 | 40 | 3 1/16 | 18p5 | 3.0625 |
| 4 | 50 | 4 1/8 | 24p9 | 4.125 |
| 5 | 60 | 5 3/16 | 31p2 | 5.1875 |
| 6 | 70 | 6 1/4 | 37p6 | 6.25 |
| 7 | 80 | 7 5/16 | 43p11 | 7.3125 |
| 8 | 90 | 8 3/8 | 50p3 | 8.375 |
| 9 | Not Accepted | Not Accepted | Not Accepted | Not Accepted |
| 10 | 100 | 10 1/2 | 63p | 10.5 |

Ad depth greater than **275** lines, charged at **300** line depth