

TECHNICAL SPECIFICATIONS

TRIM SIZE OF THE MAGAZINE: 8.25" x 10.5"

BINDING METHOD: Perfect **PRINTING PROCESS:** High speed web offset

PRODUCTION: • Digital • Four colour process

• **SATURATION (TOTAL INK): 285 %** • **RESOLUTION: 300 dpi** (dots per inch)

ADVERTISING MATERIAL

Each advertisement must be supplied on a Macintosh compatible media, either a CD or a DVD, or transferred to our FTP site, by using your web browser (**Firefox, Internet Explorer, Netscape, Google Chrome** or **Safari**).

Adresse: <http://ftppub.tvapublications.com>
 nom de l'utilisateur: **ftppuben**
 mot de passe: **ftppuben**

For more information, please consult the following document: **TVAPub_FTPTranfer.pdf**, provided by the advertising coordinator, **Monique Ribes**. You can reach her at **514 848-7164**, ext. **2437**, monique.ribes@tvapublications.com

The advertising material transferred to our FTP site must have been compressed with Stuff It (.sitx, .sea, .zip) or Zip It (.zip): www.stuffit.com, www.maczipit.com

After transferring the electronic document to our FTP site, you must also send a low resolution PDF file of the ad by e-mail to the advertising coordinator of the magazine.

GUIDELINES:

- The media (CD or DVD) on which the advertisement is featured must contain only relevant elements to the ad.
- The size of the advertisement must be in accordance with the technical specifications of TVA Publications Inc.
- Vectorial logos and illustrations must be saved using the EPS format.
- Pictures must be saved according to the CMYK color mode, with a resolution of 300 dpi, in the following format: Photoshop EPS, Photoshop 6 and up. — Preview: Macintosh (8 bits/pixel) — Encoding: JPEG (maximum quality)
- When pictures require a conversion to the CMYK mode, the calibration will be based on the printer's reference table.
- All fonts used for the advertisement layout must be supplied on the media, without exception.
- For each advertisement supplied on a CD or a DVD, it is mandatory to send along a PostScript colour proof, based directly on the media used for the ad, and a colour proof (Iris proof, Matchprint, progressive proof).

ACCEPTED DOCUMENTS – MODIFIABLE	ACCEPTED DOCUMENTS – NOT MODIFIABLE	REFUSED DOCUMENTS
<p>QUARKXPRESS 7 or a previous version: with fonts, illustrations and photos provided.</p> <p>ILLUSTRATOR, IN DESIGN (NON OUTLINE): to be saved in the EPS format, with images in CMYK at 300 dpi. All the photos and fonts that are not "embedded" in the file must be supplied with the document.</p> <p>PHOTOSHOP LAYERS (PSD OU TIF): have to be in the right format, with respect to margins, in high resolution (300 dpi), in layers, with fonts provided.</p>	<p>PDF: have to be generated by Acrobat Distiller; in the right format, in CMYK, in high resolution (300 dpi maximum), must not contain transparency. All fonts must be supplied (embed all fonts).</p> <p>ILLUSTRATOR OUTLINE: have to be saved in the EPS format, with images supplied in CMYK at 300 dpi.</p> <p>PHOTOSHOP EPS: 300 dpi, Preview: Mac 8 bit, Encoding: JPEG max quality.</p> <p>TIFF: 300 dpi, flattened layers</p> <p>JPEG: 300 dpi, in CMYK, compression at 12, maximum quality, baseline optimized</p>	<p>QUARKXPRESS PASSPORT (except documents saved in Single Language), EXCEL, POWERPOINT, CORELDRAW, PAINT, WORD, PUBLISHER are not accepted software programs.</p> <p>.EXE, .RAR: these compression formats are not accepted.</p> <p>.GIF: incorrect resolution</p> <p>PDF FILES NOT CREATED WITH ADOBE ACROBAT DISTILLER 7.0: PDF files created directly with QuarkXPress, Illustrator or PhotoShop are not accepted.</p>

CHARACTERS

Type size must be minimum 8 points; in reverse type, size must be minimum 12 points. TVA Publications Inc. cannot be held responsible for the reproduction of material below the minimum type sizes outlined within this document.

The advertising material provided by the advertiser should be sent directly and at his own expense to:

Magazine Moi & Cie
Advertising Coordination Department
TVA PUBLICATIONS INC.
7, chemin Bates, Outremont (Québec) H2V 4V7

PLEASE NOTE / We reserve the right not to publish any advertisement supplied to our advertising coordination department if it has not been done in accordance to the aforementioned specifications. Additional costs resulting from delays in delivery or nonconformity to the aforementioned specifications will be charged to the advertiser. TVA Publications Inc. is not responsible for unclaimed material after 60 days.

TRIM SIZE SPECIFICATIONS

The ad sizes featured in the following table of technical specifications are not all offered by our advertising sales department. Consequently, requests for sizes that do not appear in the rate cards must be approved by TVA Publications.

1 PAGE AND DOUBLE PAGE FORMATS



1 PAGE

- Safe copy area: 7.5" x 9.75"
- Trim size: 8.25" x 10.5"
- Bleed size: 8.5" x 10.75"



DOUBLE PAGE

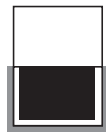
- Safe copy area: 7.6875" x 9.75" (per page)
- Trim size: 16.5" x 10.5"
- Bleed size: 16.75" x 10.75"



1/2 DOUBLE PAGE

- Safe copy area: 7.6875" x 9.75" (per page)
- Trim size: 16.5" x 5.25"
- Bleed size: 16.75" x 5.375"

FORMATS HORIZONTAL



1/2 HORIZONTAL

- Safe copy area: 7.5" x 4.875"
- Trim size: 8.25" x 5.25"
- Bleed size: 8.5" x 5.375"

FORMATS VERTICAUX



1/2 VERTICAL

- Safe copy area: 3.625" x 9.75"
- Trim size: 4" x 10.5"
- Bleed size: 4.125" x 10.75"



1/3 VERTICAL

- Safe copy area: 2.1875" x 9.75"
- Trim size: 2.5625" x 10.5"
- Bleed size: 2.6875" x 10.75"

The safety margin corresponds to 3/8".

Formats indicated above have been calculated by adding the bleed size and the safety margin from only one side (left or right).

The advertising material in either one of these formats must be supplied in 2 versions: for left-hand page positioning and right-hand page positioning.

Non-bleed ads: the finished size corresponds to the measurement of the safe copy area.