

# Pre-press Specifications: supplying electronic artwork

## When supplying electronic files to Canada Post's designated representative, please:

- Ensure that the electronic file is the same as the final trim size (e.g. 5 $\frac{3}{8}$ " [136.6mm] x 8 $\frac{3}{8}$ " [212.8mm])
- Include all support files (e.g., images, logos, fonts, etc.).
- Use QuarkXpress™ or Adobe InDesign™ for page layout, Adobe Photoshop™ for graphics and Adobe Illustrator™ or CorelDRAW™ for illustrations.
- Edit all images (e.g., close cropping, duotones, etc.) in Photoshop and not in the page layout application.
- Save all support files as a Photoshop TIFF or EPS for bitmaps and Illustrator/CorelDRAW EPS for vectors.
- Convert all colours from RGB/Index to CMYK (if a four-colour process job).
- Include all fonts used in the document.
- Set all bleeds to  $\frac{1}{8}$ " [3.2mm] outside the trim area if bleed is required.
- Set all type and/or images at least  $\frac{1}{4}$ " [6.4mm] from the trim area.
- 100% sized, up-to-date lasers for all pages must be supplied.
- Indicate on lasers position of perforation(s) or die cutting if requested.
- Include the following in 7 pt. font: "Canada Post Adcard™" and "Printed in Canada ☉".

## Points to consider:

Select type styles from the font menu. Do not use a "style" command (e.g., bold, italic, shadow, etc.), as you may not get the desired result.

When using rules, do not use "hairline" as this will not print properly on film. Instead, use a minimum of .25 pt.

When Canada Post's Designated Representative supplies the low-resolution images to you, they will have a .x following the name so they can be placed and sized in your document. Do not open these low-resolution files, modify them in any way, or change the name. Doing so will break its link to the hi-resolution image. Indicate these files as APR on the lasers.

Lasers must be clearly labelled. If scans are being supplied and a low-resolution image has been placed in the file, then that image should be marked FPO. An image that is okay to print should be marked LIVE.

Use QuarkXpress Collect for Output or Adobe InDesign Package features, which will collect all the images and place them in one folder. Include all fonts.

## Media

The following media are acceptable: CD-ROM, DVD, 1GB and 2GB Jazz disks, and 100Mb and 250Mb Zip disks.

## Sending files via e-mail or FTP

All files should be compressed using software such as Stuffit Deluxe (.sit) or WinZip (.zip) for PC, or compressed into a self-extracting archive (.sea).

Include your name and phone number when you e-mail or FTP a file.

### For files under 4Mb –

E-mail files to:  
adcard.support@  
canadapost.ca

### For files over 4Mb –

ftp://ftp.myadcardorder.com

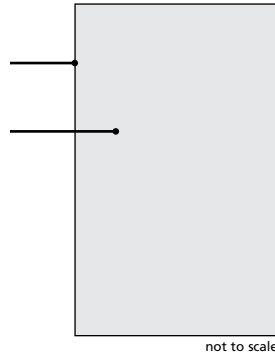
## Specifications $5\frac{3}{8}" \times 8\frac{3}{8}"$ (with No Border – Full Bleed)

### Option 1 Single Panel

Card size flat –  $5\frac{3}{8}" \times 8\frac{3}{8}"$   
(136.6mm x 212.8mm)

Maximum print area –  
 $5\frac{3}{8}" \times 8\frac{3}{8}"$   
(136.6mm x 212.8mm)

Full Bleed (No Border)



### Option 2 Double Panel

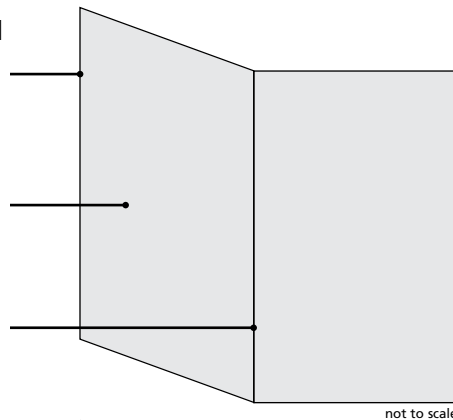
Card size flat –  $10\frac{3}{4}" \times 8\frac{3}{8}"$   
(273.1mm x 212.8mm)

Card size folded –  $5\frac{3}{8}" \times 8\frac{3}{8}"$   
(136.6mm x 212.8mm)

Maximum print area –  
 $10\frac{3}{4}" \times 8\frac{3}{8}"$   
(273.1mm x 212.8mm)

Full Bleed (No Border)

Score & Fold



### Option 3 Triple Panel

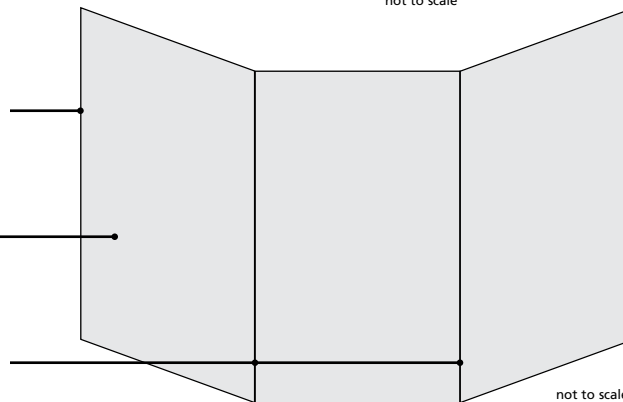
Card size flat –  $16" \times 8\frac{3}{8}"$   
(406.4mm x 212.8mm)

Card size folded –  $5\frac{3}{8}" \times 8\frac{3}{8}"$   
(136.6mm x 212.8mm)

Maximum print area –  
 $16" \times 8\frac{3}{8}"$   
(406.4mm x 212.8mm)

Full Bleed (No Border)

Score & Roll Fold or  
Accordion Fold



### Summary (with No Border)

#### Card Options

- Single panel
- Double panel
- Triple panel

#### Card Stock

- 8 point coated one side

#### Inks

- Four colour process on-both sides
- Quality inks for premium-appearance and high visibility

#### Additional Creative-Options

- 10 point coated one side
- 8 point coated two sides
- 5<sup>th</sup> colour
- Scratch and Win
- Perforations
- Die cutting
- Plate changes
- Scented
- Custom options upon request

#### Artwork

- Provided by customer

Additional Creative Options (fee for service options)	Artwork
<p><b>Stock:</b> AdCard is prepared using 8 point coated one side stock. The following creative options are available in addition to the AdCard prices:</p> <ul style="list-style-type: none"> <li>• 10 point coated one side stock</li> <li>• 8 point coated two sides stock</li> </ul> <p><b>Inks:</b> AdCard items receive a four-colour process on both sides. The following creative options are available in addition to the AdCard prices:</p> <ul style="list-style-type: none"> <li>• 5<sup>th</sup> colour</li> <li>• Scratch and Win patching (maximum one per panel)</li> </ul> <p><b>Perforations:</b> Horizontal and vertical perforations are available-in addition to the AdCard prices. Perforations must be</p>	<p>clearly identified on supplied lasers and will be indicated on the proofs.</p> <p><b>Die cutting:</b> Simple smooth edge die cut shapes are available in addition to the AdCard price. The outline of-the die cut shape must be included in the supplied artwork and indicated on-the supplied lasers</p> <p><b>Plate changes:</b> Required when information or graphics change from one version to another.</p> <p><b>Scented AdCard:</b> Combine a popular scent and intriguing graphic elements to make a positive lasting impression on your customers.</p> <p><b>Pre-press:</b> Digital artwork or camera-ready artwork is to be provided by the customer. Refer to <i>Pre-press Specification Sheet</i>.</p>

Maximum card size – 5<sup>3</sup>/<sub>8</sub>" or 136.6mm (Full Bleed)



Actual Card Size