

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 (i.e., 5 $\frac{3}{8}$ " [136.6mm] x 8 $\frac{3}{8}$ " [212.8mm] or 4 $\frac{1}{16}$ " [119mm] x 8 $\frac{1}{2}$ " [215.9mm]).
- 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 the lasers, the position of perforation(s) or die cutting if requested.
- Include the following in 7 pt. font: "Canada Post AdCard™" and "Printed in Canada®".
- Include postal indicia with customer number in the top right corner on the addressed side of the AdCard – or keep area clear for postal indicia to be applied.*
- Keep addressing zone clear.*
- Include return address in artwork (if applicable).

*See reverse for a sample outlining acceptable zones for AdCard items prepared using Letter Carrier Presort (LCP). For a sample of acceptable zones-for-Machineable AdCard, see the "Specifications for Machineable".

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. Be sure to 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 –

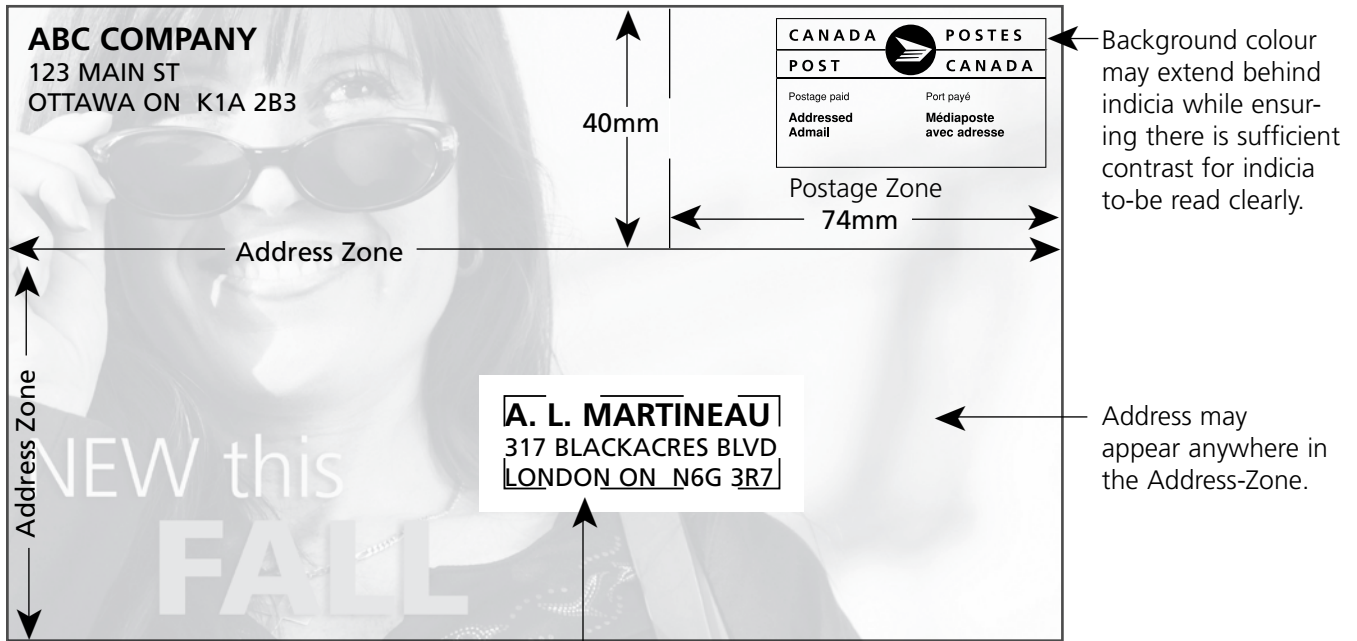
E-mail files to:
adcard.support@
canadapost.ca

For files over 4Mb –

ftp://ftp.myadcardorder.com

When the file is uploaded, fax lasers of the file to **AdCard Support at 613-734-1930**. Include the name of the file as well as your name and phone number.

Horizontal AdCard



Background colour may extend behind indicia while ensuring there is sufficient contrast for indicia to-be read clearly.

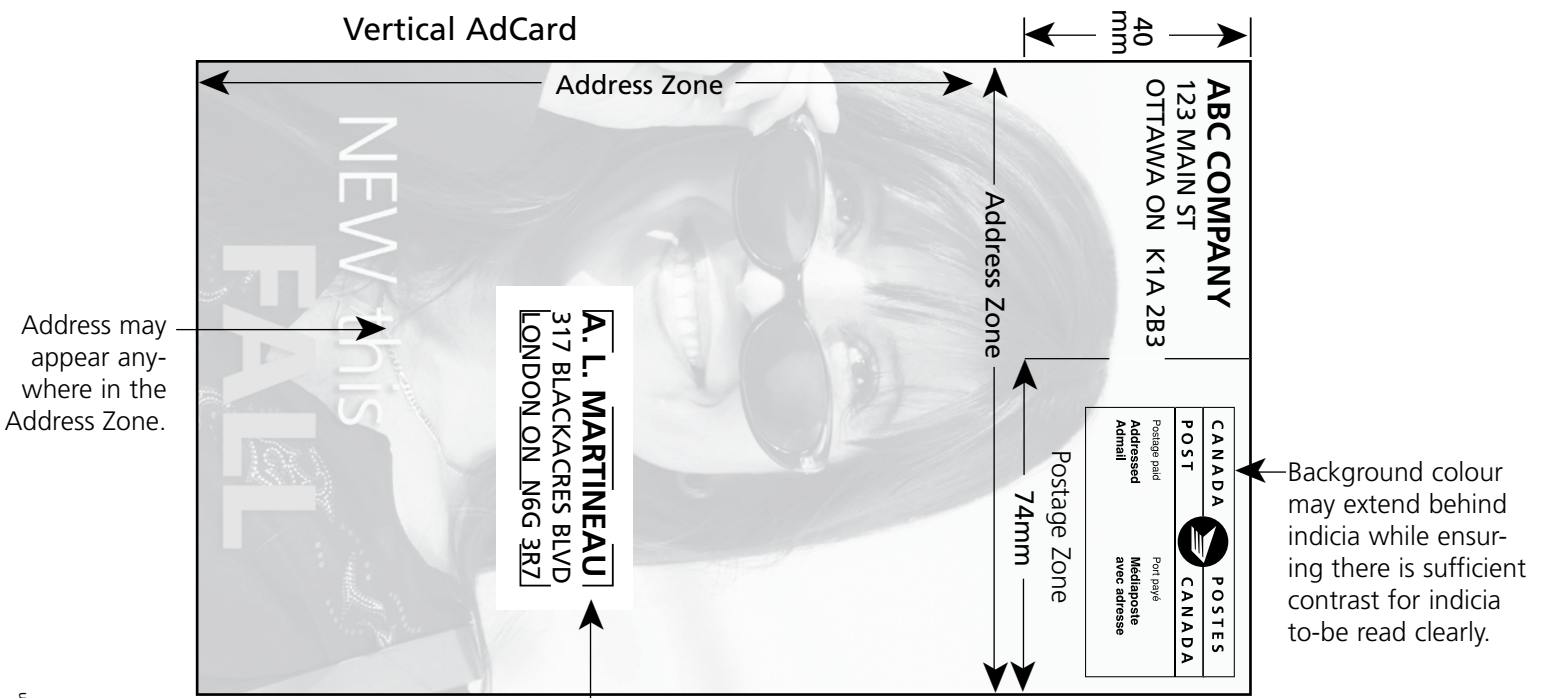
Address may appear anywhere in the Address-Zone.

Allow sufficient space in Address Block for an address to be printed in minimum 10 pt. font size. Also, there must be a clear area of 3mm around Address Block.

not to scale

OR

Vertical AdCard



Background colour may extend behind indicia while ensuring there is sufficient contrast for indicia to-be read clearly.

Address may appear anywhere in the Address Zone.

Allow sufficient space in Address Block for an address to be printed in minimum 10 pt. font size. Also, there must be a clear area of 3mm around Address Block.

not to scale

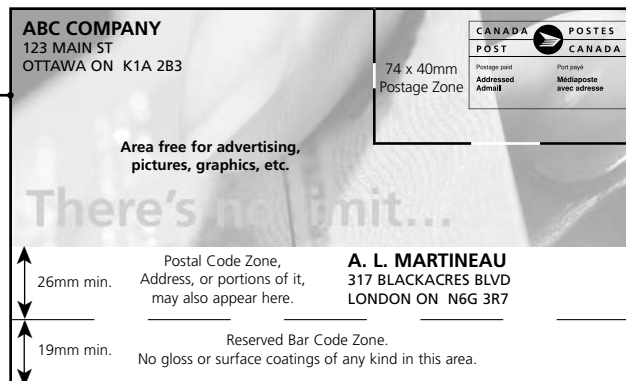
Acceptable zones for AdCard items prepared using Letter Carrier Presort (LCP) shown here. For acceptable zones for Machineable AdCard, see the "Specifications for Machineable."

Specifications for Machineable 4¹/₁₆" (Width) x 8¹/₂" (Length)

Option 1 Machineable Card Front

Card size flat – 4¹/₁₆" x 8¹/₂"
(119.06mm x 215.9mm)

Please note:
All white areas-are-restricted space, no graphics permitted.

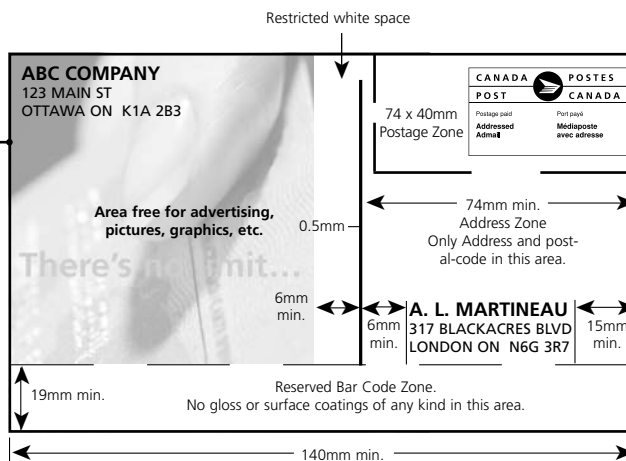


not to scale

Option 2 Machineable Postcard Front

Card size flat – 4¹/₁₆" x 8¹/₂"
(119.06mm x 215.9mm)

Please note:
All white areas-are-restricted space, no graphics permitted.



not to scale



Machineable Summary

Card Option

- Single panel

Card Stock

- 8 point coated one side

Inks

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

Addressing

- Horizontal AdCard available only

Additional Creative Options

- 10 point coated one side
- 5th colour
- Plate changes

Artwork

- Provided by customer

Additional Creative Options (fee for service options)

Stock: AdCard is prepared using 8 point coated one side stock.

The following creative option is available in addition to the AdCard prices:

- 10 point coated one side stock

Inks: AdCard items receive a four-colour process on both sides. The following creative option is available in addition to the AdCard prices:

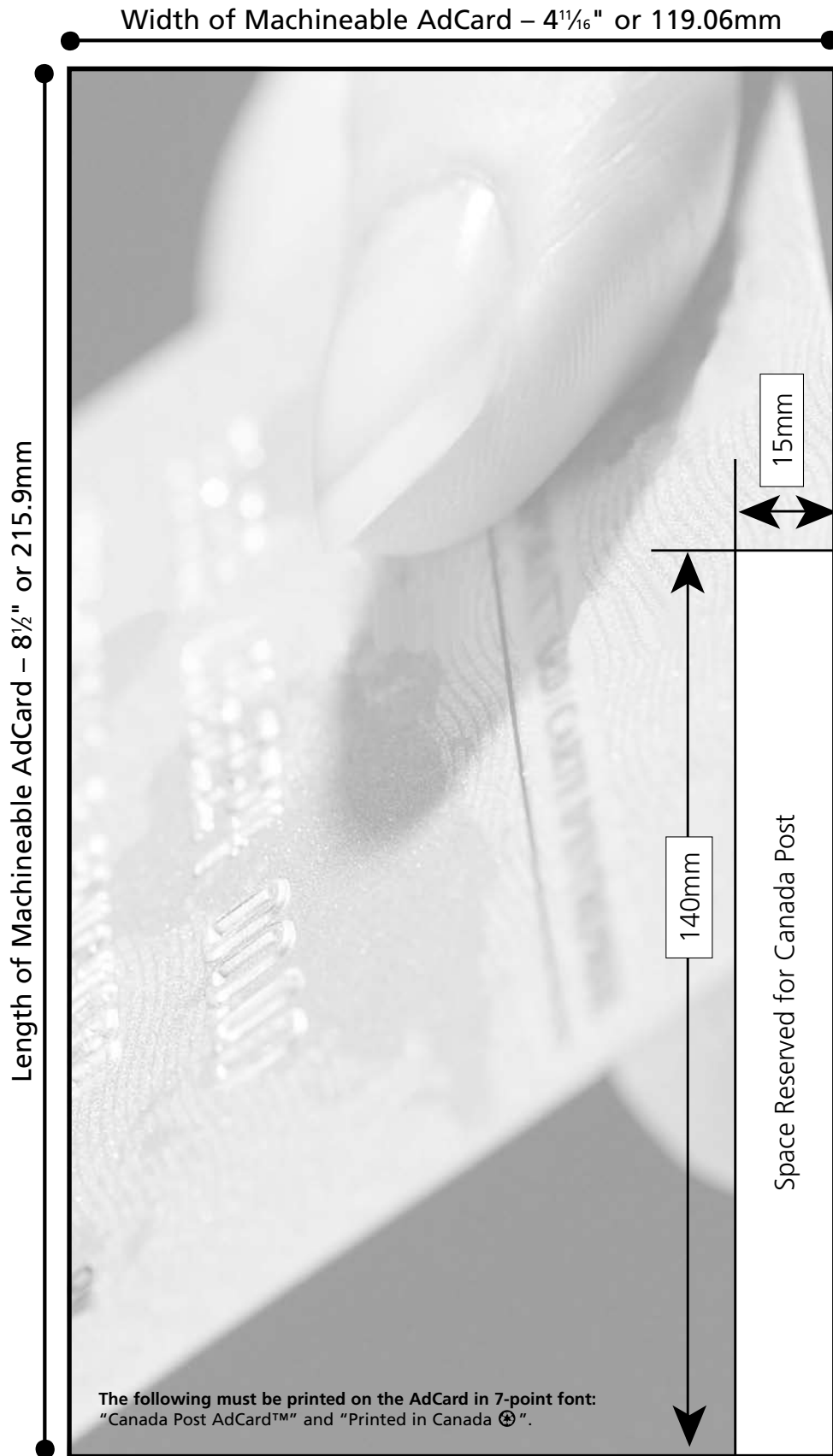
- 5th colour

Plate changes: Required when information or graphics change from one version to another.

Artwork

Pre-press: Digital artwork or camera-ready artwork is to be provided by the customer. Refer to *Pre-press Specification Sheet*.

AdCard™ for Addressed Admail: Specifications for Machineable



Actual dimensions of Machineable AdCard
(back of Machineable card and postcard shown)

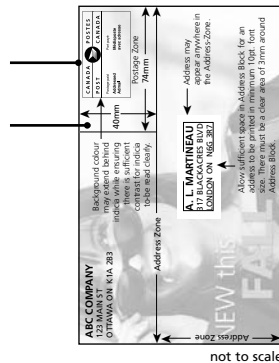
Specifications 5 3/8" x 8 3/8" (with No Border – Full Bleed) for Letter Carrier Presort (LCP)

Option 1 Single Panel

Card size flat – 5 3/8" x 8 3/8"
(136.6mm x 212.8mm)

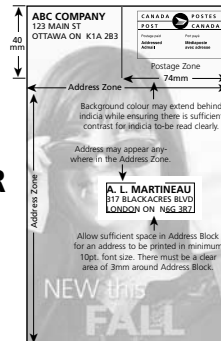
Maximum print area –
5 3/8" x 8 3/8"
(136.6mm x 212.8mm)

Full Bleed (No Border)



not to scale

OR



not to scale

Option 2 Double Panel

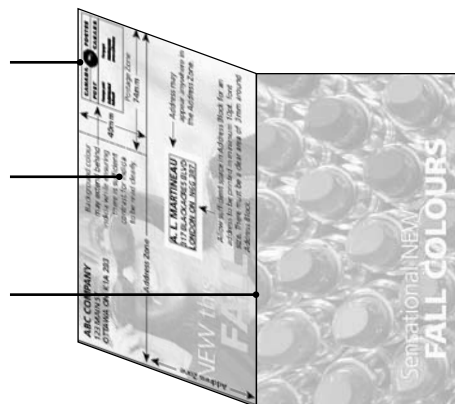
Card size flat – 10 3/4" x 8 3/8"
(273.1mm x 212.8mm)

Card size folded – 5 3/8" x 8 3/8"
(136.6mm x 212.8mm)

Maximum print area –
10 3/4" x 8 3/8"
(273.1mm x 212.8mm)

Full Bleed (No Border)

Score & Fold



not to scale

Option 3 Triple Panel

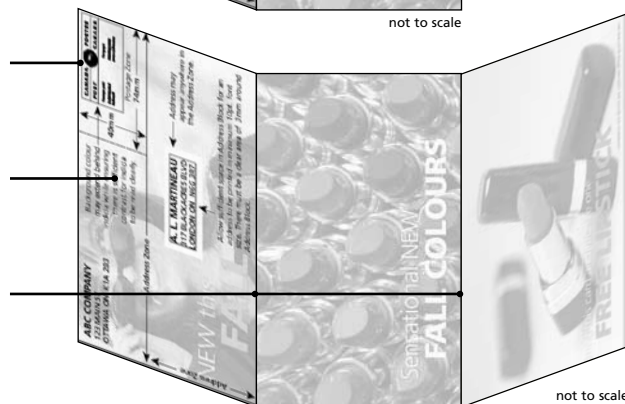
Card size flat – 16" x 8 3/8"
(406.4mm x 212.8mm)

Card size folded – 5 3/8" x 8 3/8"
(136.6mm x 212.8mm)

Maximum print area –
16" x 8 3/8"
(406.4mm x 212.8mm)

Full Bleed (No Border)

Score & Roll Fold or
Accordion Fold



not to scale



LCP 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

Addressing

- Vertical and Horizontal AdCard available

Additional Creative Options

- 10 point coated one side
- 8 point coated two sides
- 5th 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)

Stock: AdCard is prepared using 8 point coated one side stock. The following creative options are available in addition to the AdCard prices:

- 10 point coated one side stock
- 8 point coated two sides stock

Inks: AdCard items receive a four colour process on both sides. The following creative options are available in addition to the AdCard prices:

- 5th colour
- Scratch and Win patching (maximum one per panel)

Perforations: Horizontal and vertical perforations are available in addition to the AdCard prices. Perforations must be clearly

identified on supplied lasers and will be indicated on the proofs.

Die cutting: 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.

Plate changes: Required when information or graphics change from one version to another.

Scented AdCard: Combine a popular scent and intriguing graphic elements to make a positive lasting impression on your customers.

Artwork

Pre-press: Digital artwork or camera-ready artwork is to be provided by the customer. Refer to *Pre-press Specification Sheet*.

AdCard™ for Addressed Admail: Specifications for Letter Carrier Presort (LCP) (with No Border – Full Bleed)

Width of AdCard with No Border – 5³/₈" or 136.6mm

Maximum print area – 5³/₈" or 136.6mm

Length of AdCard with No Border – 8³/₈" or 212.8mm

Maximum print area – 8³/₈" or 212.8mm

The following must be printed on the AdCard in 7-point font:
"Canada Post AdCard™" and "Printed in Canada ♻️".

Actual dimensions of AdCard with No Border
(back of AdCard shown)