

7700 Hurontario St., Unit 201, Brampton Ontario • L6Y 4M3 • Tel: 905-454-4344 • Fax: 905-454-4385

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At the Brampton Guardian all production work is done on Mac Platform.  
We use the following applications: Adobe CS2 Suite (InDesign, Photoshop, Illustrator, Acrobat),  
Quark 4.11-7, Multi-Ad Creator 7, Microsoft Word.

We accept ad material via email (file size less than 4MB) and for larger files FTP (PDF or archived working files).  
We also accept CD's or DVD's  
Please choose one of three options for transmitting digital ad files to the Brampton Guardian:

1. Email for ad material (file size less than 4MB):  
**composing@thebramptonguardian.com**
2. FTP for ad material (Upload only) using an FTP application:  
Host: **ftp.metroland.com**  
User ID: **adbank**  
Password: **csi**  
Directory: **Brampton\_Guardian**
3. Browser based option, go to **http://uploads.metroland.com/**  
choose Brampton Guardian publication and enter all required fields.

We prefer ads supplied in PDF format (composite CMYK), distilled for press using Acrobat Distiller. All fonts embedded, cmyk images and colours. PDF's should have a total CMYK ink limit of 240%. Photoshop images should be at least 300 pixels per inch. Dot gain on our press is 25%. All spot colours should be converted to CMYK. For best predictable results use these specs. If files do not conform to these specs we will convert them.

If supplying InDesign created PDF ads, please do not "export to Adobe PDF", but rather export to EPS or postscript file and then distill for press with Acrobat Distiller.

If working files supplied, please include all linked images and fonts, convert all colours to CMYK, no spot colours.

We do accept Corel Draw files so long as the fonts are converted to outline, all colours converted to CMYK and file is exported in Illustrator format.

**At the Brampton Guardian we print to 10 column tabloid newsprint - No bleeds allowed**

**Newspaper Size: 11-3/8" x 15"**

**Image Size: 10-3/8" x 14" or 9 column x 196 agate lines (Full tab page size)**

**Column Widths**

1 column	5p9.3	or	0.9625 inches
2 columns	12p6	or	2.00833 inches
3 columns	18p3.9	or	3.05417 inches
4 columns	24p7	or	4.1 inches
5 columns	30p10.5	or	5.14583 inches
6 columns	37p5.1	or	6.19166 inches
7 columns	43p5.1	or	7.2375 inches
8 columns	49p8	or	8.2833 inches
9 columns	55p11.7	or	9.32917 inches
10 columns	62p3	or	10.375 inches



**Double Page Spread Tabloid 21 columns x 196 lines = 21-1/4" W x 14" H**

For help with ad sizes, contact your Guardian Ad representative.

For any other technical information please contact Peter Stapleton (ext. 222) or Susan McCallum (ext. 221)