



2017 Advertising Opportunities

COVER FULL CROWN
10" x 1.5"



COVER FULL CROWN W/
1/2 RIGHT ENCROACHMENT*
10" x 1.5" + 0.5" ENCR.



COVER LEFT 1/2 CROWN
4.921" x 1.5"



COVER RIGHT 1/2 CROWN
4.921" x 1.5"



COVER RIGHT 1/2 CROWN WITH ENCROACHMENT*
4.921" x 1.5" + 0.5" ENCR.



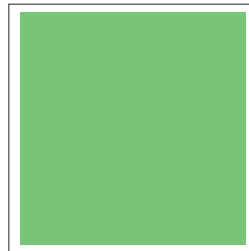
COVER BOTTOM BANNER
10" x 1.5"



COVER SPINE + BANNER
.37" x 10.5" (spine)
10" x 1.5" (banner)



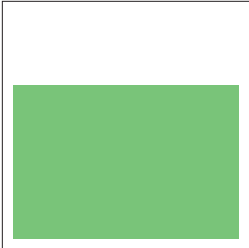
FULL PAGE
10" x 10.5"



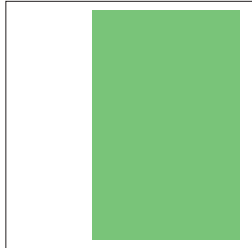
DOUBLE PAGE CENTERSPREAD
21" x 10.5"



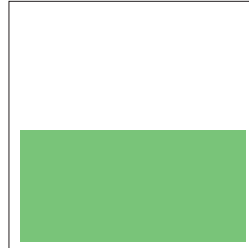
2/3 HORIZONTAL
10" x 7.015"



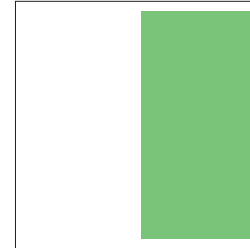
2/3 VERTICAL
6.614" x 10.5"



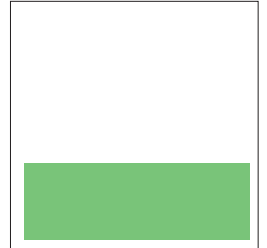
1/2 HORIZONTAL
10" x 5.182"



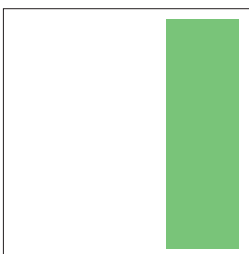
1/2 VERTICAL
4.921" x 10.5"



1/3 HORIZONTAL
10" x 3.409"



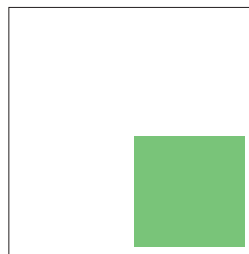
1/3 VERTICAL
3.228" x 10.5"



1/4 HORIZONTAL
10" x 2.523"



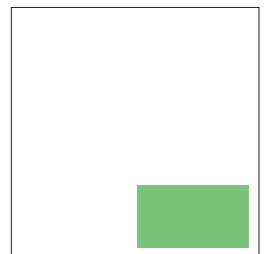
1/4 VERTICAL
4.921" x 5.182"



1/6 HORIZONTAL
4.921" x 3.409"



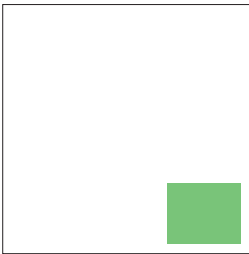
1/8 PAGE
4.921" x 2.523"



*For these ad opportunities, materials are required at least 5-business days in advance. **Additionally, newsroom participation and approval must be obtained.**

*The yellow area indicates where the print rollers grip the paper while printing. If you choose to run your image/artwork through this area for the DPS plus POP-UP execution, depending on ink density and/or coverage, slight ink drag will occur from end-to-end of the roller area. Therefore, copy should not run through this area. If you choose to run image through this area please add 1/2" to the depth for the pop-up and an 1" to the depth for the flipup and/or flipdown executions.

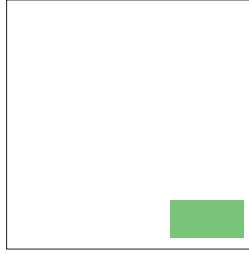
1/12 SQUARE
3.228" x 2.523"



PLAY PG BANNER
10" x 1.5"



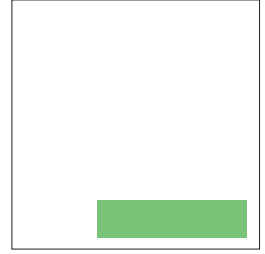
PLAY PG 2-COL
3.228" x 1.5"



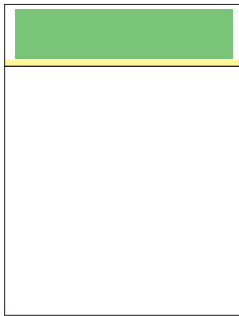
PLAY PG 3-COL
4.921" x 1.5"



PLAY PG 4-COL
6.614" x 1.5"



FRONT/BACK POP-UP BANNER*
10" x 1.86"



DOUBLE PAGE SPREAD + POP-UP BANNER*
21" x 10.5" + 21" x 1.86"

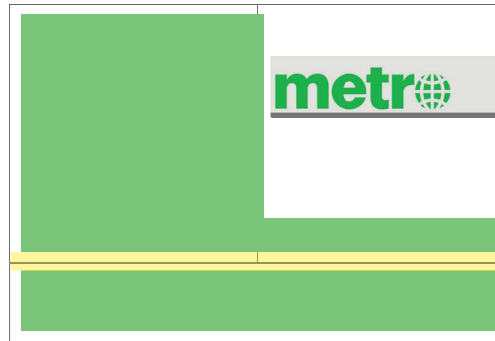


SERVICE DIRECTORY AD UNITS

- UNIT 1**
1.535" x 1.5"
- UNIT 2**
3.228" x 1.5"
- UNIT 3**
3.228" x 3.105"
- UNIT 4**
6.614" x 3.105"
- UNIT 5**
10" x 1.5"

FLIP DOWN COVER*

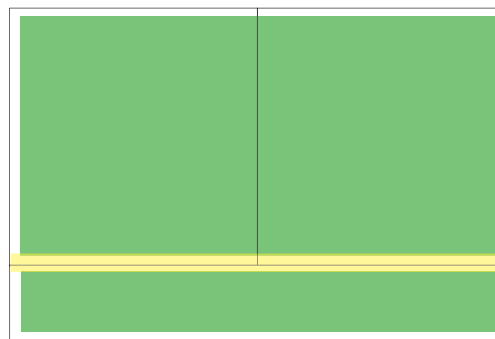
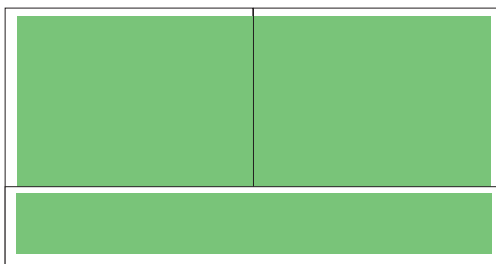
21" x 2.25", (flipdown front closed), 10.87" x 10.5" (OBC plus back and front spines), 10.13" x 1.54" (Cover banner), 21" x 2.25" (flipdown open)



Flip downs not available in Ottawa. Note - Paper is special order and must be confirmed in advance.

The yellow area indicates where the print rollers grip the paper while printing. If you choose to run your image/artwork through this area for the DPS plus POP-UP execution, depending on ink density and/or coverage, slight ink drag will occur from end-to-end of the roller area. Therefore, copy should not run through this area. If you choose to run image through this area please add an 1" to the depth.

CENTERSPREAD FLIP DOWN OR FLIP UP (FLIP DOWN SHOWN)*
21" x 2.25", (flipdown front closed), 21" x 10.5" (DPS), 21" x 2.25" (flipdown open)

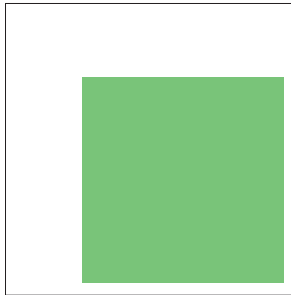


*For these ad opportunities, materials are required at least 5-business days in advance. **Additionally, newsroom participation and approval must be obtained.**

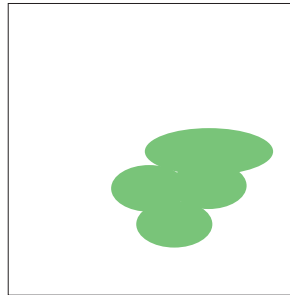
*The yellow area indicates where the print rollers grip the paper while printing. If you choose to run your image/artwork through this area for the DPS plus POP-UP execution, depending on ink density and/or coverage, slight ink drag will occur from end-to-end of the roller area. Therefore, copy should not run through this area. If you choose to run image through this area please add 1/2" to the depth for the pop-up and an 1" to the depth for the flipup and/or flipdown executions.

2017 Special Executions

DIGEST
"6.614" x 7.88"



FLEX
(Various Sizes)

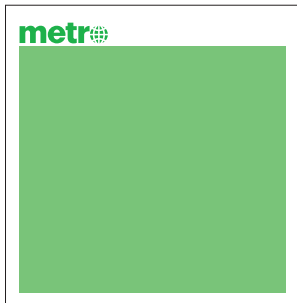


SHORT-TAB
"10" x 7.5"



FRONT COVER WRAP OPTIONS*

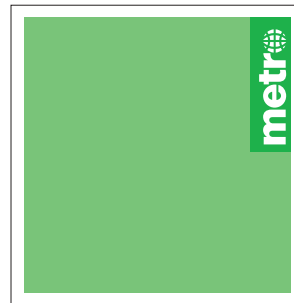
10" x 9.25"



10" x 9.25"



10" x 10.5"
(minus 1.5354" x 4.5"
for the metro masthead)



TRANSLUCENT GLAMA COVER WRAP*
11" x 11.5"



- **BASIC 2 PG COVER WRAP** - OFC + IFC
 - **3 PG COVER WRAP** - OFC + IFC + OBC
 - **PREMIUM 4 PG COVER WRAP** - OFC + IFC + IBC + OBC (other pages except OFC, 10"w x 10.5")
- If creative runs through the spines of the OFC + OBC wrap, then the total width changes to 21"

Metro masthead must be visible if covered by artwork. Ask your sales representative for specs.

NAV BAR ADS (PURCHASED IN CONJUNCTION WITH A 1/3 AD UNIT, AND AVAILABLE ONLY ON DRIVE, TRAVEL, HOME AND LIFE*)

A TYPE - maximum 32 characters

B IMAGE-ENCROACHMENT

C LOGO



A Advertiser's message, fonts and logos can appear in these 'navigation bars'. These **nav bars** are 1/4" in height.

B Advertiser's images can 'encroach' on our section **nav. bars** (in collaboration with news room).

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*The yellow area indicates where the print rollers grip the paper while printing. If you choose to run your image/artwork through this area for the DPS plus POP-UP execution, depending on ink density and/or coverage, slight ink drag will occur from end-to-end of the roller area. Therefore, copy should not run through this area. If you choose to run image through this area please add 1/2" to the depth for the pop-up and an 1" to the depth for the flipup and/or flipdown executions.

Many more creative options available! Contact your starmetromedia sales representative for details.

AD FORMATS & UPLOAD INFORMATION

Supported File Format – PDF/X-1a

We accept only high-resolution PDF/X-1a* compliant PDF files. Please ensure your file is built according to the PDF/X-1a standard, namely:

- all images are high-resolution (more than 200dpi) in the final output
- all fonts are embedded within the PDF
- all colours are separated CMYK or have alternate CMYK values defined
- the trim box is properly defined (trim is defined as the booked size of the ad)

PDF/X1-a files can be created by directly exporting as PDF from Adobe®

InDesign® and QuarkXPress®, or you can use Adobe® Distiller® to create a PDF/X1-a file from PostScript.

Note: Other standards with similar names (e.g. PDF/A, PDF/X-3 and PDF/X-4) are not interchangeable with PDF/X-1a. Use only PDF/X-1a.

Total Ink Density / Total Area Coverage

For newsprint products TID or TAC should not exceed 220. This means the total percentage value of the inks being used must not exceed 220.

ICC Profiles

Please use the SNAP (Specifications for Non-Heat Advertising Printing) profile included with more recent version of Adobe® Photoshop®. Glossy Stock: Please use the SWOP (Specifications for Web Offset Publications) profile.

Overprints, Knockouts and Trapping

Overprints, knockouts and trapping are the responsibility of the advertiser or ad agency.

Miscellaneous Items of Importance

- White type on black or coloured backgrounds should be a minimum of 12 pts.
- Metro does not proofread ads submitted in digital format.
- Ensure that all colour images are in SNAP CMYK newsprint colour space or SWOP CMYK for Glossy. Do not use spot, Pantone or RGB colours.
- Any spot, Pantone or RGB colours will be mass converted by a software utility to CMYK and may not match your intended results.
- Ensure that all newsprint images/logos have a resolution of at least 200dpi for newsprint, or 300dpi for glossy stock.
- The file name should make reference to the name of the advertising client and the date the ad is running (e.g. Advertiser_mmdd.pdf).

MATERIAL DEADLINES

BOOKING MATERIAL:

1 PM EST, 2 Business days prior to publication

MATERIAL DELIVERY:

10 AM EST, 1 Business days prior to publication

PUB SET MATERIAL:

1 PM EST, 2 Business days prior to publication

IMPORTANT NOTE: All ads uploaded to the ftp must be followed by a confirmation e-mail to the coordinator/account manager. The subject lines MUST be clear and concise including client name, insertion date and REV if it is a revision.

METRO ENGLISH UPLOAD

See next page for upload instructions.

METRO MONTREAL FTP

ftp.transcontinental.ca
USERNAME: Metrouser
PASSWORD: E?XXFQT4

PORTAL

AFFINITY

metroportal.affinitydigital.net/uploads

Revised: 11/22/2014

Uploading Files

STEP #1

Go to <http://metroportal.affinitydigital.net/uploads>

STEP #2

You will be given two options for uploading: One button for uploading Completed Media Files (Camera Ready) and one button for Materials.

If you know your order number

STEP #3

Fill out your contact information and Order Number in the space provided and click the Search button.

CONTACT INFORMATION

Name *

Email *

Phone *

ORDER INFORMATION

I know my Order Number I don't know my Order Number

Enter the full Order Number here

Search

STEP #4

Click on the "Add Files" button, select your file.

NOTE: Completed Media Files for print ads are limited to PDF or EPS only.

STEP #5

Click on the "Start Upload" button.

Upload Completed Media
Complete the form below to upload completed media. Please see the links at the top of this page for deadline information, file requirements, and contact information.

Upload Materials
Complete the form below to upload materials. Please see the links at the top of this page for deadline information, file requirements, and contact information.

If you don't know your order number

STEP #3

Click on the I don't know my Order Number button and type in the information in the spaces provided.

NOTE: The text field at the bottom is intended for details about the order, not instructions or text to be used in the order.

Customer Name *

First Rundate *

Sales Representative *

Media Type *

Publication/Product *

Color *

Provide any other details or identifying information to ensure that your media is matched with the correct order

Add Files

Start Upload

STEP #4

Click on the "Add Files" button, select your file.

STEP #5

Click on the "Start Upload" button.

If you have not installed the optional Aspera plugin, you will be limited to 20Mb per upload. There are no restrictions if the plugin is installed.