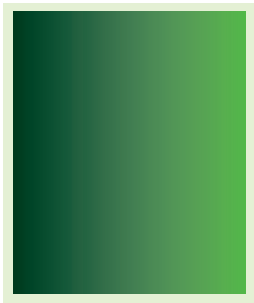
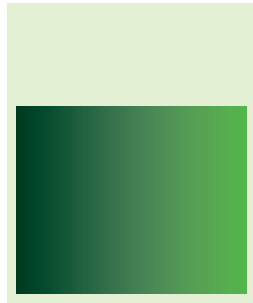


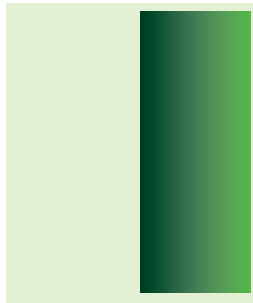
MODULAR FORMATS 2017



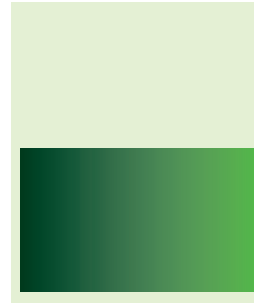
FULL PAGE
10" x 11.5"



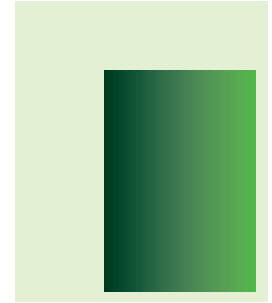
2/3 PAGE
10" x 7.64"



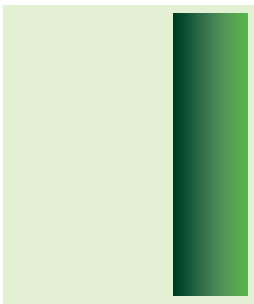
1/2 VERTICAL
4.92" x 11.5"



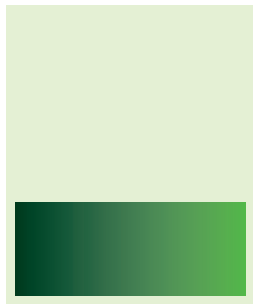
1/2 HORIZONTAL
10" x 5.68"



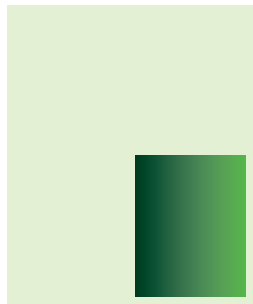
1/2 DOMINANT
6.61" x 8.57"



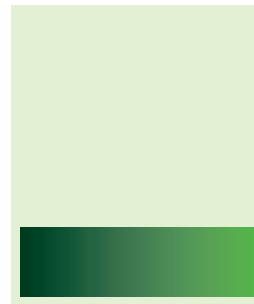
1/3 VERTICAL
3.23" x 11.5"



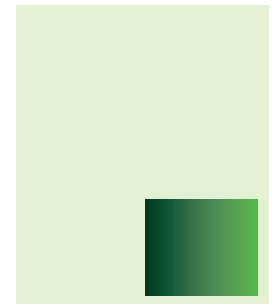
1/3 HORIZONTAL
10" x 3.74"



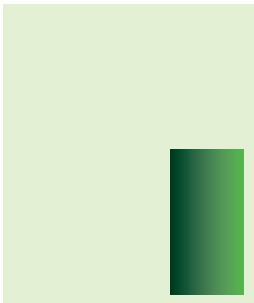
1/4 VERTICAL
4.92" x 5.68"



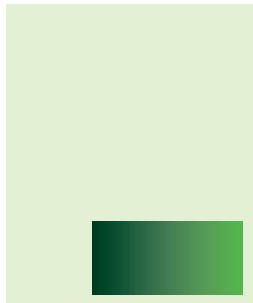
1/4 HORIZONTAL
10" x 2.78"



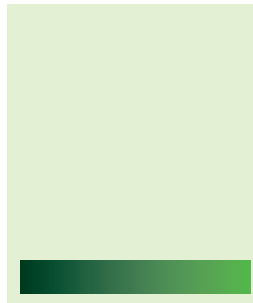
1/6 BLOCK
4.92" x 3.74"



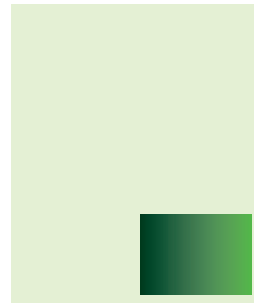
1/6 VERTICAL
3.23" x 5.68"



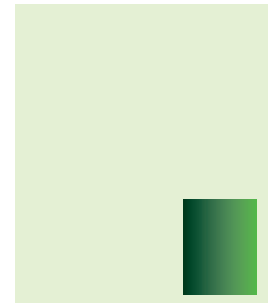
1/6 HORIZONTAL
6.61" x 2.78"



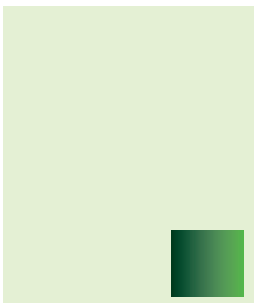
BANNER
10" x 1.64"



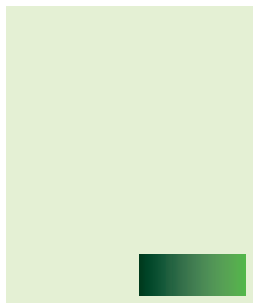
1/8 PAGE
4.92" x 2.78"



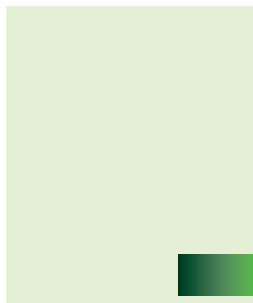
1/9 PAGE
3.23" x 3.74"



1/12 BLOCK
3.23" x 2.78"

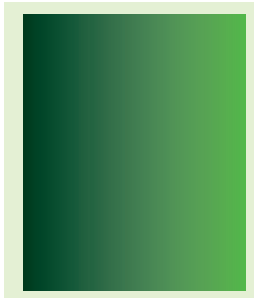


1/12 HORIZONTAL
4.92" x 1.64"



BUSINESS CARD
3.23" x 1.64"

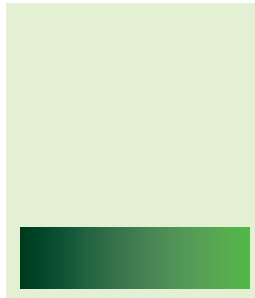
PREMIUM FORMATS



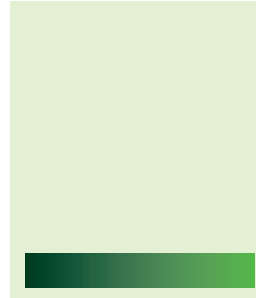
COVER
FRONT, BACK, INSIDE FRONT AND INSIDE BACK
10" X 11.5"



FRONT PAGE BANNER
10" X 1.64"



PAGE 3 BANNER
10" X 2.78"



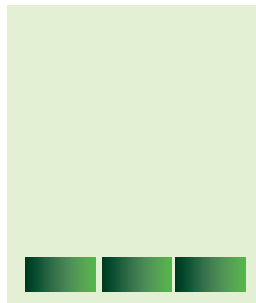
PAGE 4 AND SECTION BANNER
10" X 1.64"



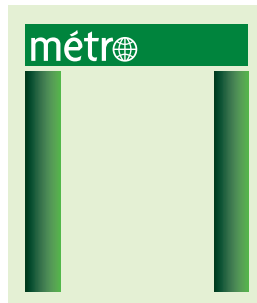
EARLUG
3.23" X 1.38"



SKYBOX
2.38" X 3.5"



GAMES SECTION
3.23" X 1.64"



FRONT PAGE VERTICAL BANNERS*
1.87" X 8.06"

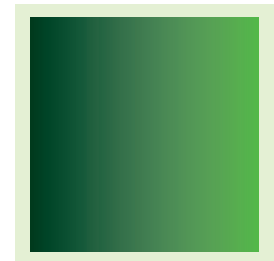
CREATIVE FORMATS



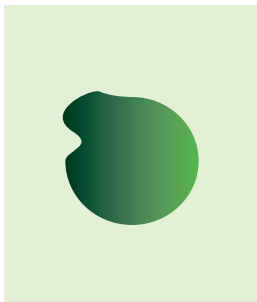
WRAP
10" X 9.5" (FRONT) ET 10" X 11.5" (BACK, INSIDE FRONT ET INSIDE BACK)



WRAP HEAVY STOCK PAPER
11" X 9" (FRONT) ET 11" X 11" (BACK, INSIDE FRONT ET INSIDE BACK)



JUNIOR WRAPS / SHORTS TABS
10" X 9"



FLEXFORM**



FLAP
21" X 0.86"
+ DOUBLE FULL PAGES SPREAD
21" X 11.5"



FLAP 21" X 5.5"
COUPON 21" X 4.5"

PRODUCTION METHOD

• Metro newspaper is printed on high-speed rotary presses on 27.7 lb standard newsprint paper.

- Resolution: 200 ppp
- Ruling: 100 lpp
- Maximum density (UCR): 240%
- Dot gain: 30% to 33%

- Folding and trimming may vary.
- Please adhere to the printing surfaces mentioned opposite.
- Bleeds are not available.
- Advertising material must comply with SNAP specifications (Specifications for Newsprint Advertising Production, www.snapquality.com).
- We cannot guarantee printing of typography that is smaller than what is mentioned below:
 - - black and white:
 - without serif: 7 points
 - with serif: 12 points
 - - reversed single colour:
 - Without serif: 10 points
 - With serif: 14 points
 - - in 4 colours: 16 points.
 - • Colour space: CMYK (four colour printing)
 - • Do not use RGB colours
 - • Do not use spot colours
 - • BLACK or GREY typography must use the black plate only.
- Integrate all fonts or vectorize before submitting your material
- All ads MUST be transmitted in PDF-X-1a format. Information on how to create PDFs is available on the Magazines Canada website (www.magazinescanada.ca).
- We reserve the right to make any necessary technical changes.

ADDIRECT - DELIVERY OPTIONS

• AdDirect DOES NOT ACCEPT TIFFITS or CT LW formats, or original Microsoft Word, QuarkX-Press, Adobe InDesign, Photoshop or Illustrator files.

DELIVERY – ADDIRECT FREE PORTAL

All ads must be submitted through the Magazines Canada AdDirect™ AdPortal.

1. 1) Go to the Magazines Canada AdPortal (<https://addirect.sendmyad.com>).

NOTE: You must register as a user the first time you submit an ad. The editor can send you an invitation by email or you can sign up on your own.

2) Select the publication to which you want to submit your ad. Enter the information required and click Upload.

3) Track your ad on screen.

4) Approve your ad.

FTP- DELIVERY OPTIONS

Material can be submitted by FTP or email. Please use the following naming convention:

ClientName_DateInsertion.ext

E.g., ABC_23_january_2012.pdf

FTP:

Files transferred to the FTP site must be accompanied by a confirmation by email or fax that includes the file name and contact information for the contact person. Add "REV" to the names of all ads that have been revised or edited (e.g., ABC_23_january_2012_REV.pdf).

Métro Montréal:

FTP address: [ftp.transcontinental.ca](ftp://ftp.transcontinental.ca)

User name: metrouser

Password: E?XXFQT4

Métro Toronto:

Adresse FTP: [ftp.Metronews.ca](ftp://ftp.Metronews.ca)

Nom d'utilisateur : mtprod_toronto

Mot de passe : metro

Métro Ottawa:

Adresse FTP: [ftp.Metronews.ca](ftp://ftp.Metronews.ca)

Nom d'utilisateur : mtprod_ottawa

Mot de passe : metro

Métro Vancouver:

Adresse FTP: [ftp.Metronews.ca](ftp://ftp.Metronews.ca)

Nom d'utilisateur : mtprod_vancouver

Mot de passe : metro

Métro Calgary:

Adresse FTP: [ftp.Metronews.ca](ftp://ftp.Metronews.ca)

Nom d'utilisateur : mtprod_calgary

Mot de passe : stamp3d3

Métro Edmonton:

Adresse FTP: [ftp.Metronews.ca](ftp://ftp.Metronews.ca)

Nom d'utilisateur : mtprod_edmonton

Mot de passe : 3skimo

Métro Halifax:

Adresse FTP: [ftp.Metronews.ca](ftp://ftp.Metronews.ca)

Nom d'utilisateur : mtprod_halifax

Mot de passe : metro

Note: Passwords are case sensitive.

FORMATS

WIDTH X HEIGHT

Full page	10 x 11.5	in
Double full page (spread)	21 x 11.5	in
2/3 page	10 x 7.57	in
1/2 vertical	4.92 x 11.5	in
1/2 horizontal	10 x 5.64	in
1/2 dominante	6.61 x 8.57	in
1/3 vertical	3.23 x 11.5	in
1/3 horizontal	10 x 3.71	in
1/4 vertical	4.92 x 5.64	in
1/4 horizontal	10 x 2.78	in
1/6 block	4.92 x 3.71	in
1/6 vertical	3.23 x 5.64	in
1/6 horizontal	6.61 x 2.78	in
1/8 page	4.92 x 2.78	in
1/9 page	3.23 x 3.71	in
1/12 carré	3.23 x 2.78	in
1/12 horizontal	4.92 x 1.64	in
Banner	10 x 1.64	in
Business card	3.23 x 1.64	in
Front-page banner	10 x 1.64	in
Earlug	3.23 x 1.35	in
Skybox	2.375 x 3.5	in
Vertical front-page banner	1.875 x 8	in
Page 3 banner and section	10 x 2.78	in
Page 4 banner	10 x 1.64	in
Game blocks	3.23 x 1.64	in
Top banner	10 x 0.85	in
Double top banner	21 x 0.85	in
Front-page wrap	10 x 9.5	in
Full-page wrap	10 x 11.5	in
Junior Wrap / short tab	10 x 9	in

DEADLINES

Reserving material:

10 a.m., two business days prior to publication

Delivering material:

10 a.m., one business day prior to publication

Changes to ads:

10 a.m., one business day prior to publication

Copy writing:

10 a.m., two business days prior to publication

INFORMATION

Advertising coordinator:

1100 boul. René-Lévesque West, 24th floor

Montreal, Quebec H3B 4X9

Telephone: 514-286-1066

SUPPORT TECHNIQUE ADDIRECT

Cynthia Poirier

Telephone: 514-643-2314, cynthia.poirier@tc.tc

*Please do not send material to this address.