

## Sales Support:

For any questions regarding ad bookings, ad submission, ad costs, ad material deadlines or ad material changes, please contact your Toronto Star sales representative.

## For Display or Classified Commercial Advertising:

416-869-4242 or 1-800-268-9304

## For Classified Advertising Private Party:

416-777-7777 or 1-800-268-8323.

# 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/X-1a files can be created by directly exporting as PDF from Adobe® InDesign® and QuarkXPress®, or you can use Adobe® Distiller® to create a PDF/X-1a 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.

## Bleed

Do not include any bleed around your ad. Currently the only exception is for Gatefolds, which are described later in this document in Section E.

## Line Screen and Dot Gain

Toronto Star, Star Week, New York Times Book Review  
100 line screen, 30% dot gain (midtones)  
Glossy Stock  
133 line screen, 22% dot gain (midtones)

## Total Ink Density / Total Area Coverage

For newsprint products such as the Toronto Star, Star Week, or the New York Times Book Review, TID or TAC should not exceed 240. This means the total percentage value of the inks being used must not exceed 240. For example, a rich black using 100K, 60C, 60M and 60Y results in total ink of 280 (100+60+60+60), which is too high.

## ICC Profiles

While we do not require you to use ICC profiles when enhancing your images for reproduction in our products, you are certainly free to do so. We recommend using the following two ICC profiles:

### Newsprint

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. The Toronto Star will not correct errors caused by improper overprints, knockouts or trapping.

## Miscellaneous Items of Importance

- White type on black or coloured backgrounds should be a minimum of 12 pts.
- The Toronto Star assumes all digital ad submissions are press ready.
- The Toronto Star 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.
- Black and white ads should not contain any colour components. Colour will be stripped from black and white ads; this may have unpredictable results.
- 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).

## Submitting Your Ad

Every ad must be its own individual PDF file. Do not send more than one ad per PDF file. Please see Section C: Submitting Files. A PRESS-READY ADS

\*PDF/X-1a is a worldwide standard for the delivery of press-ready advertising to newspapers.

## Uploading Files

### STEP #1

Go to <https://thestarportal.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

### 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 Rndate \*

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

### STEP #4

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

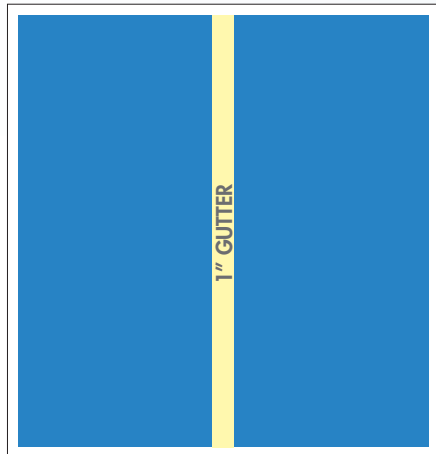
### STEP #5

Click on the "Start Upload" button.

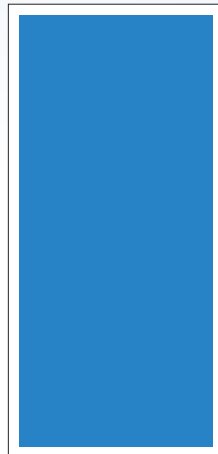
*If you have not installed the optional Aspera plugin, you will be limited to 20Mb per upload. There are no restrictions if the plugin is installed.*

# ADVERTISING OPPORTUNITIES

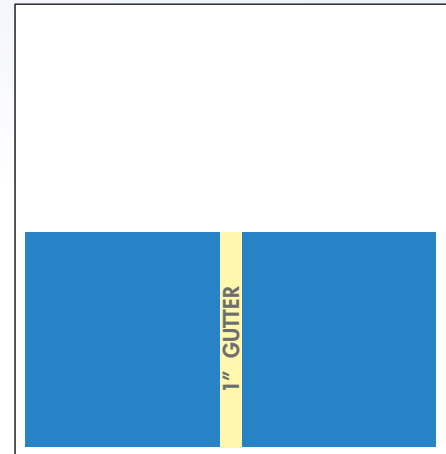
## Standard Ad Units



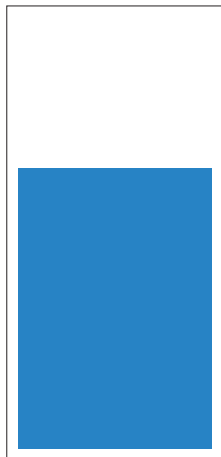
**DPS\***  
18.94"w x 20"h  
\*Text/image not recommended in 1" gutter



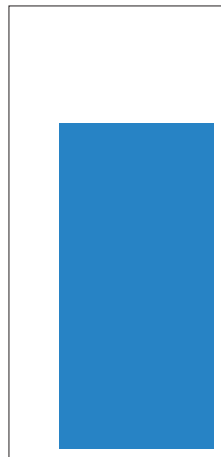
**Full Page**  
8.97"w x 20"h



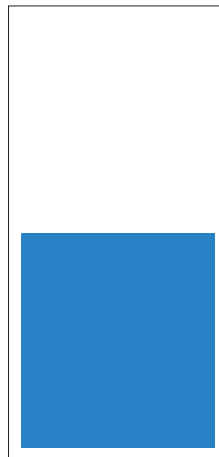
**1/2 Page Horizontal DPS\***  
18.94"w x 9.928"h  
\*Text/image not recommended in 1" gutter



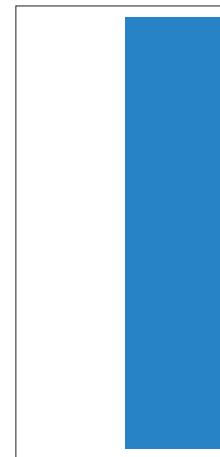
**2/3 Page**  
8.97"w x 13"h



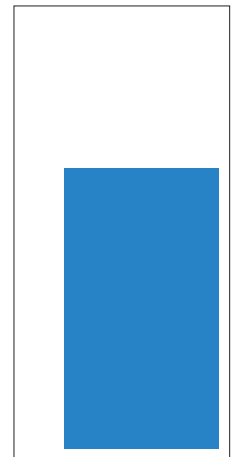
**3/5 Page**  
7.1504"w x 15.071"h



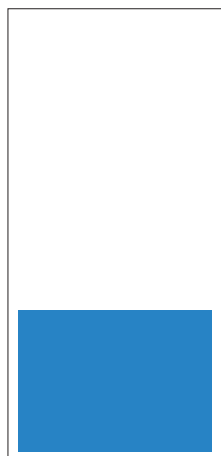
**1/2 Page Horizontal**  
8.97"w x 9.928"h



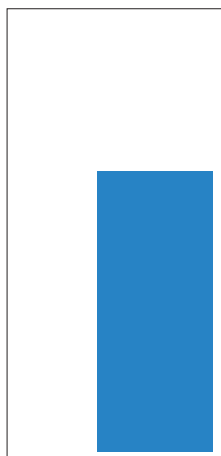
**1/2 Page Vertical**  
4.421"w x 20"h



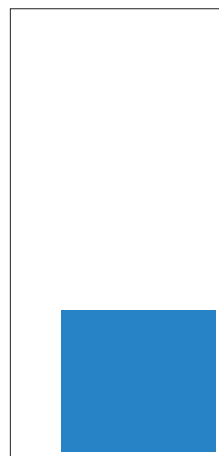
**1/2 Page Impact**  
7.1504"w x 13"h



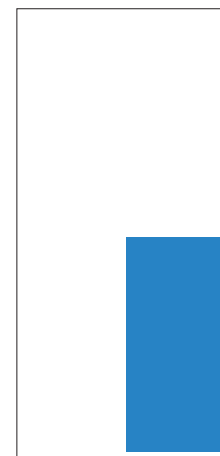
**1/3 Page Horizontal**  
8.97"w x 6.571"h



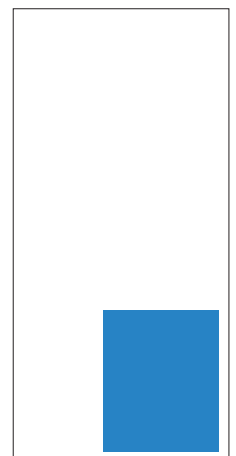
**1/3 Page Impact**  
5.3308"w x 13"h



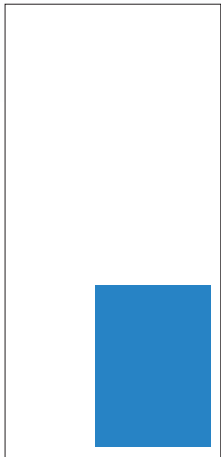
**1/4 Page Impact**  
7.1504 "w x 6.571"h



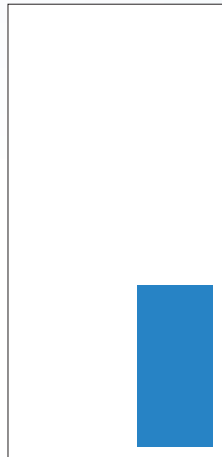
**1/4 Page Vertical**  
4.421 "w x 9.928"h



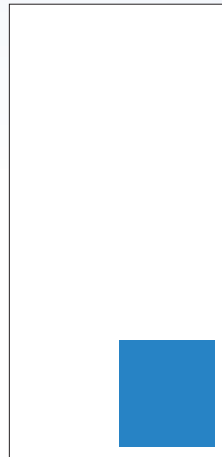
**1/5 Page**  
5.3308 "w x 6.571"h



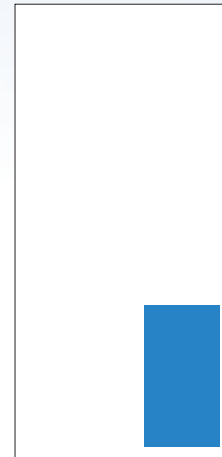
**1/5 Page Break**  
5.3308 "w x 7.5"h



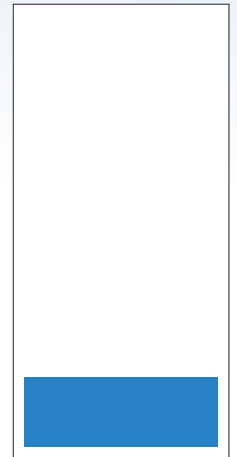
**1/7 Page**  
3.511"w x 7.5"h



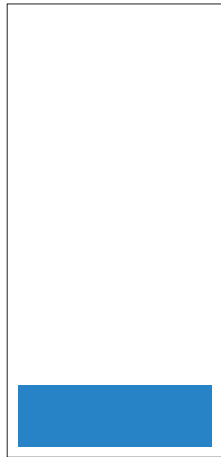
**1/8 Horizontal**  
4.421 "w x 4.928"h



**1/8 Vertical**  
3.5112"w x 6.571"h



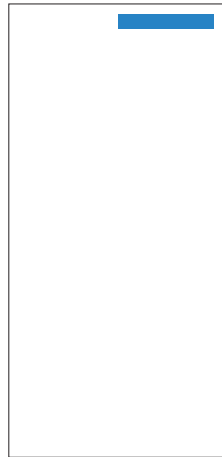
**Banner**  
8.97"w x 2.857"h



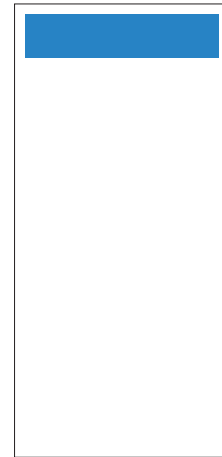
**Large Banner**  
8.97"w x 3.214"h



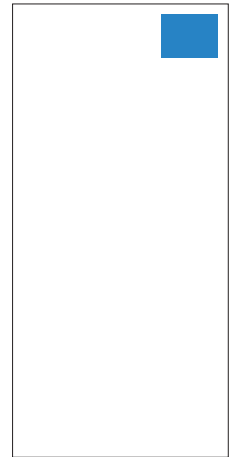
**News Front Banner**  
8.97"w x 2.142"h



**Leader Board**  
4.4210"w x 0.642"h

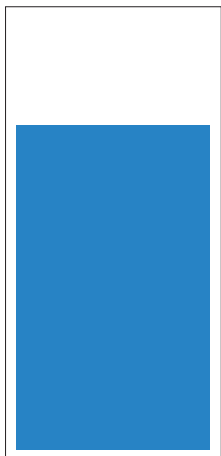


**Top Crown**  
8.97"w x 2"h

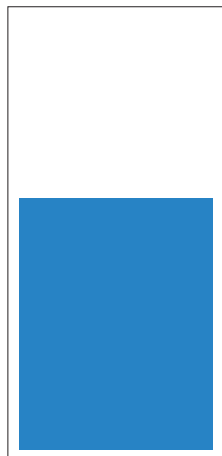


**Earlug**  
2.6014"w x 2"h

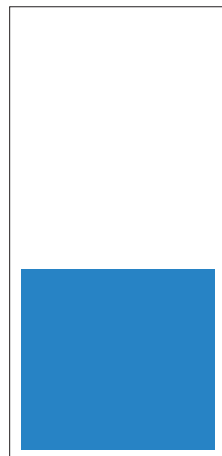
**Additional Ad Units**



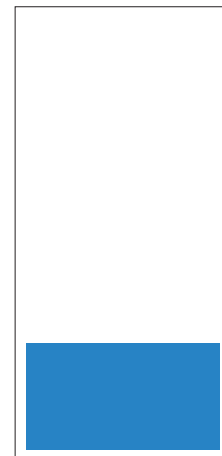
**10 x 210 Dominance**  
8.97"w x 15 "h



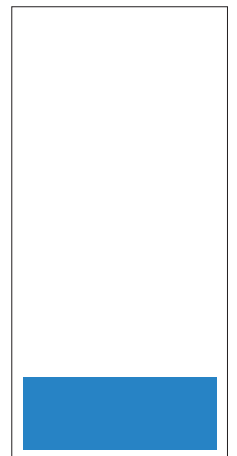
**10 x 163**  
8.97"w x 11.642"h



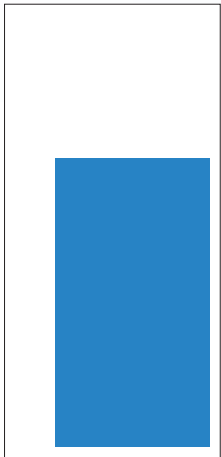
**10 x 117 Impact**  
8.97"w x 8.357"h



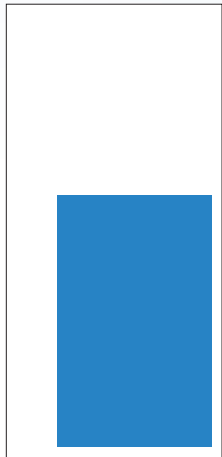
**10 x 69 Horizontal Impact**  
8.97"w x 4.928 "h



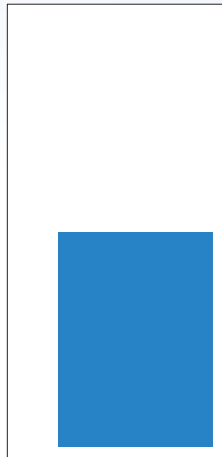
**10 x 47**  
8.97"w x 3.357"h



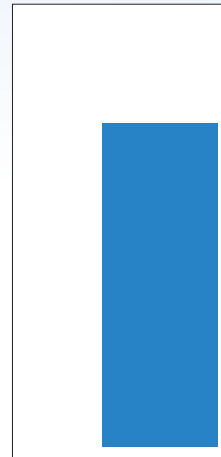
**8 x 187 Impact**  
7.1504"w x 13.357"h



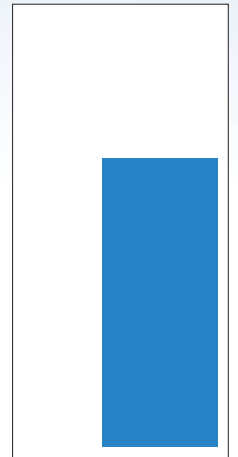
**8 x 163**  
7.1504"w x 11.642"h



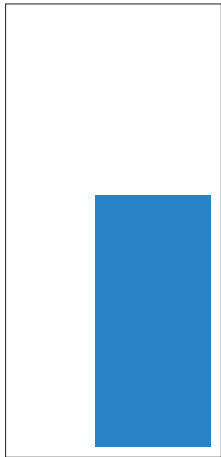
**8 x 139 Impact**  
7.1504"w x 9.928"h



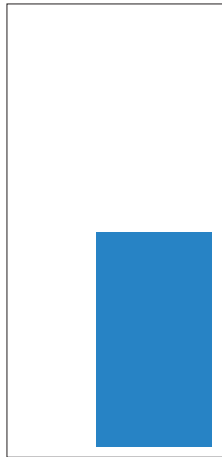
**6 x 210**  
5.3308"w x 15"h



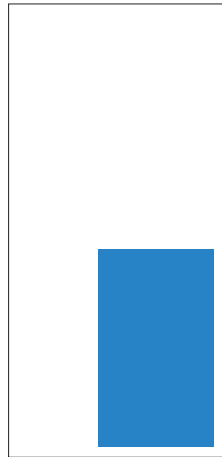
**6 x 187**  
5.3308"w x 13.358"h



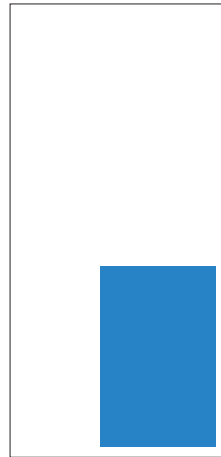
**6 x 163 Impact**  
5.3308"w x 11.642"h



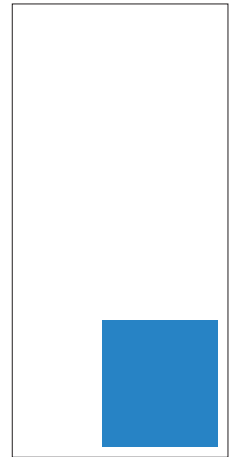
**6 x 139**  
5.3308"w x 9.928"h



**6 x 128 Breakthrough**  
5.3308"w x 9.142"h



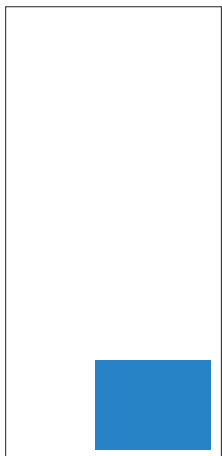
**6 x 117 Breakthrough**  
5.3308"w x 8.357"h



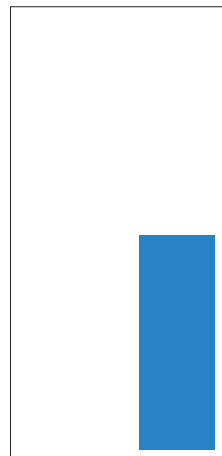
**6 x 82 Breakthrough**  
5.3308"w x 5.857"h



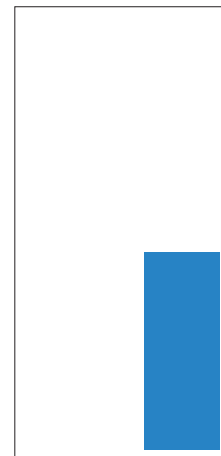
**6 x 69 Breakthrough**  
5.3308"w x 4.928"h



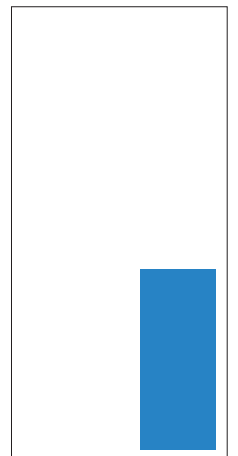
**6 x 58 Breakthrough**  
5.3308"w x 4.142"h



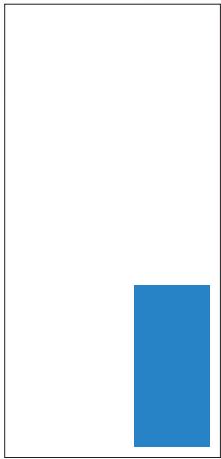
**4 x 139**  
3.5112"w x 9.928"h



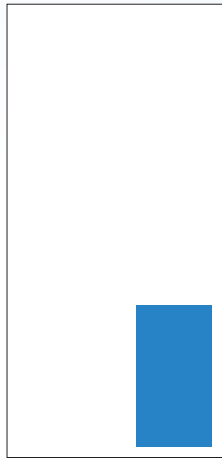
**4 x 128**  
3.5112"w x 9.142"h



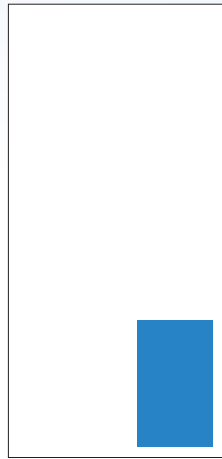
**4 x 117 Vertical Breakthrough**  
3.5112"w x 8.357"h



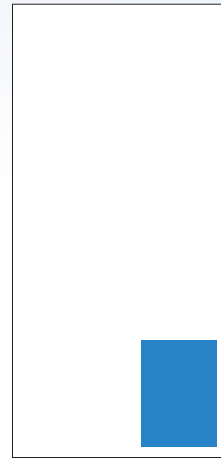
**4 x 105**  
3.5112"w x 7.5"h



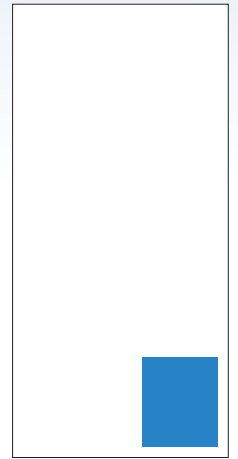
**4 x 92**  
3.5112"w x 6.571"h



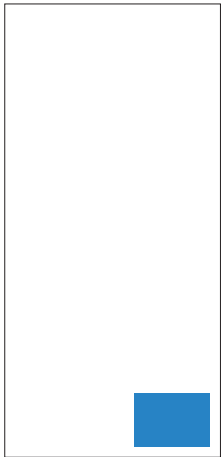
**4 x 82 Breakthrough**  
3.5112"w x 5.857"h



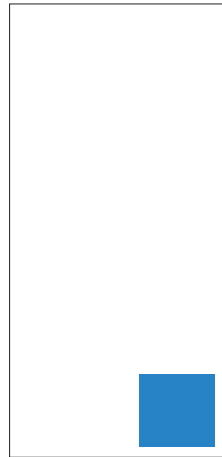
**4 x 69**  
3.5112"w x 4.928"h



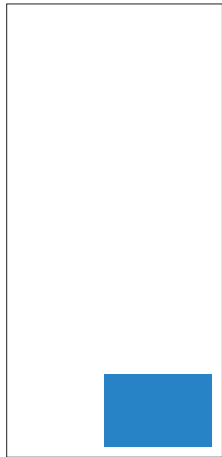
**4 x 58 Presence**  
3.5112"w x 4.142"h



**4 x 40**  
3.5112"w x 2.5"h



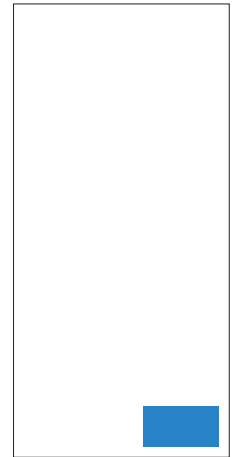
**Careers 4 x 47**  
3.5112"w x 3.357"h



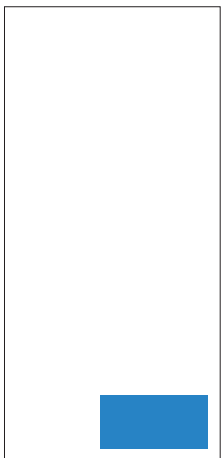
**Careers 6 x 47**  
5.3308"w x 3.357"h



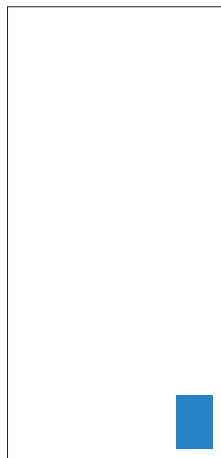
**Five**  
3.5112"w x 2.5"h



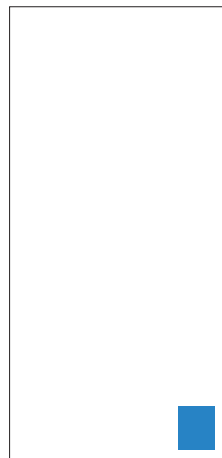
**Four**  
3.5112"w x 1.857"h



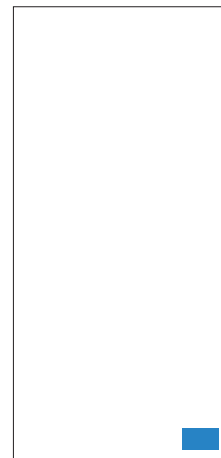
**Eight**  
5.3308"w x 2.5"h



**Three**  
1.6916"w x 2.5"h

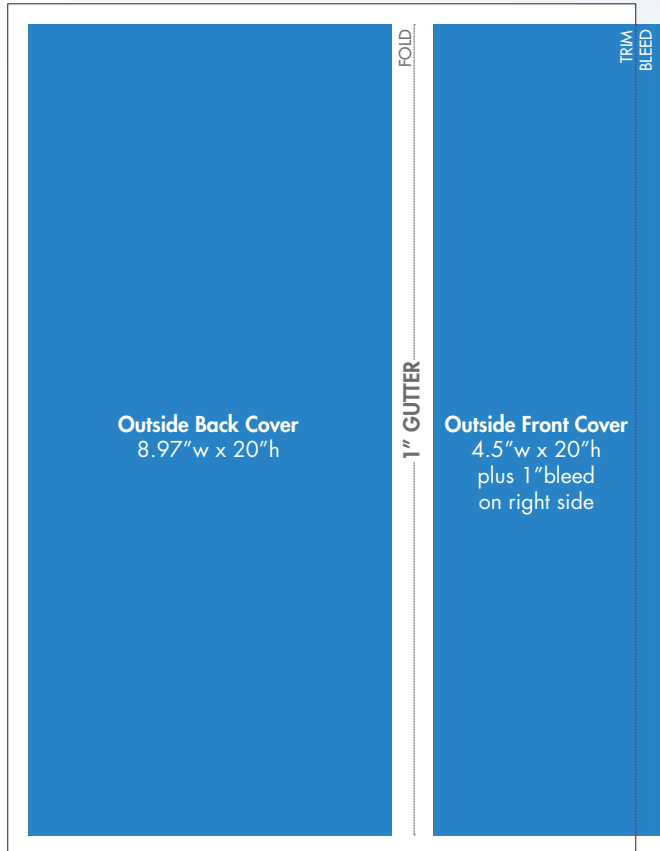


**Two**  
1.6916"w x 2"h

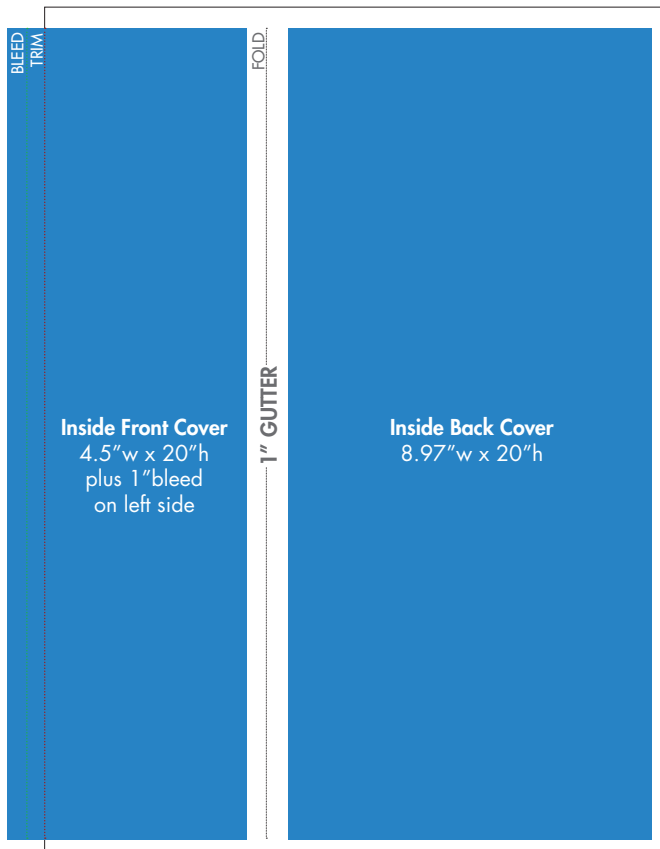


**One**  
1.6916"w x 1"h

# GATEFOLD SPECS



\*Text/image not recommended in 1" gutter



\*Text/image not recommended in 1" gutter

## Gatefolds

A Gatefold is a high-impact 4-page layout designed to wrap around a section of the regular paper. It is the only advertising format in the Star that requires a bleed.

## Submitting Gatefold Material

**Please provide each individual page or each DPS as a single PDF file.**

For a gatefold, we require one PDF file for the outside back and outside front flap, and a second PDF for the inside back and inside front flap.

## BOOKING & MATERIAL DEADLINES

Press Run	Sections	Booking	Set & proof	Change to Set & Proof	Camera Ready
Monday Edition	News/Sports/GTA/ Business/Classified/ Life/Entertainment	Thursday 4:30pm	Thursday 4:30pm	Friday 11:00am	Friday 4:30pm
Tuesday Edition	News/Sports/ GTA/Business/ Classified/Life/ Entertainment	Friday 12:00pm	Friday 12:00pm	Monday 10:00am	Monday 12:00pm
Wednesday Edition	News/Sports/GTA/ Business/Classified/ Life/Entertainment	Monday 12:00pm	Monday 12:00pm	Tuesday 10:00am	Tuesday 12:00pm
Thursday Edition	News/Sports/GTA/ Business/Classified	Tuesday 12:00pm	Tuesday 12:00pm	Wednesday 10:00am	Wednesday 12:00pm
Thursday Preprint	Life/Entertainment/ Travel	Monday 12:00pm	Monday 4:30pm	Tuesday 11:00am	Tuesday 4:30pm
Friday Edition	News/Sports/GTA/ Business/Classified/ Life/Entertainment	Wednesday 12:00pm	Wednesday 12:00pm	Thursday 10:00am	Thursday 12:00pm
Saturday Edition	News/Sports/GTA/ Business/Classified	Wednesday 4:30pm	Wednesday 4:30pm	Thursday 2:00pm	Thursday 4:30pm
Saturday Preprint #1	Comics/Life	Monday 12:00pm	Monday 4:30pm	Tuesday 11:00am	Tuesday 4:30pm
Saturday Preprint #2	New in Homes	Wednesday 12:00pm	Tuesday 4:30pm	Wednesday 11:00am	Wednesday 4:30pm
	Entertainment/Travel	Tuesday 12:00pm			
Saturday Preprint #3	Wheels/Insight	Tuesday 4:30pm	Wednesday 12:00pm	Thursday 11:00am	Thursday 12:00pm
Sunday Edition	News/Sports/ Entertainment/Insight	Thursday 4:30pm	Thursday 4:30pm	Friday 11:00am	Friday 4:30pm
Sunday Preprint	New York Times	Wednesday 4:30pm	Wednesday 4:30pm	Thursday 11:00am	Thursday 4:30pm

### Classified & Vitals Deadlines

Monday Classified	4:00pm Saturday
Monday Vitals	3:15pm Sunday
Tuesday Classified	Noon Monday
Tuesday Vitals	3:15pm Monday
Wednesday Classified	Noon Tuesday
Wednesday Vitals	3:15pm Tuesday
Thursday Classified	Noon Wednesday
Thursday Vitals	3:15pm Wednesday
Friday Classified	Noon Thursday
Friday Vitals	3:15pm Thursday
Saturday Classified	10:00am Friday
Saturday Vitals	11:00am Friday
Sunday Classified	Noon Saturday
Sunday Vitals	3:15 Saturday