

**TECHNICAL SPECIFICATIONS**  
**- NATIONAL ADVERTISERS -**  
**DEADLINE: APRIL 9, 2010**

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The guides are printed using the CTP (computer-to-plate) method.

FORMAT: Digest 5<sup>1</sup>/<sub>8</sub>" (W) X 8<sup>3</sup>/<sub>8</sub>" (H)

BINDING: Stapled

PRINTING: Digital – four-colour process (CMYK)

LINE SCREEN: 133 lpi

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## 1. FILE SPECIFICATIONS

### PDF

PDF/X1-A or Press Quality

### QuarkXPress or InDesign

Macintosh platform

Be sure to select COLLECT FOR OUTPUT so as to attach only images used in the document.

Images must be EPS or TIFF files in CMYK format, 300 dpi resolution at 100 %. No RGB colours; no JPEG files.

Fonts: Be sure to attach all printer and screen font files to your document. Never select BOLD or ITALIC from the palette, since these options can cause problems when outputting the file from the image-setter.

### Illustrator CS

Be sure to attach all font files, or else apply CREATE OUTLINES to all text content.

Also attach originals of all embedded Photoshop files.

### Photoshop CS

EPS or TIFF format, 300 dpi, CMYK

## 2. PROOF

You must supply a colour proof. We prefer Pictro, but Epson, Xerox or any other quality laser output is acceptable. SATQ/FEQ will not be responsible for any errors printed in the guides should the customer fail to provide a printed proof identical to the final digital version of the ad.

## 3. SPECIFIC INSTRUCTIONS

Use backgrounds of at least 10% to ensure print quality.

Fonts must measure at least 7 points.

If reverse-out type is used, the font size must be at least 8 points. White or pale-coloured text must be set in bold, otherwise it will be unreadable when printed.

Avoid script fonts below 12 points.

Rich black must be used for large areas of solid black (e.g. ad backgrounds, characters of 20 points and over) using the following mix: C60% M40% Y40% K100%

For solid black areas using reverse-out type of 20 points or less, use the following mix: C40% K100%

All ads must be surrounded by a black rule, size 1 point at 100%. If the rule is absent or non-compliant, it will be added or modified accordingly.

All ad elements (included the surrounding rule) must be in KNOCKOUT. The only OVERPRINT that can be applied is over black type 16 points or smaller. No colour overlaps can be included.

Bilingual ads will not be accepted for publication.

## 4. COLOUR QUALITY CONTROL

Colour quality cannot be guaranteed if proofs or digital files fail to respect our technical specifications.

## 5. TRANSMISSION OF MATERIAL

Materials must be submitted digitally along with your colour proof.

### CD-ROM

To the attention of: Manon Joubert  
**Guide Quebecvacances.com and**  
**Québec Vacation Guide**  
**SATQ/FEQ**

4400 Sherbrooke St. E. (Parc Maisonneuve)  
Montréal, Québec H1V 3S8

Please include the following information: customer's name, tourist region, contact information for both the design agency and the person in charge of the ad, software used (including version number).

### E-mail

[satq@tonikgroupimage.com](mailto:satq@tonikgroupimage.com) (always compress documents; file sizes must not exceed 5 Mb)

E-mail submissions must include a PDF proof. Colour proofs must still be forwarded by mail.

### FTP

Web address (use Internet Explorer):

**ftp.groupimage.com**

Click **File / Connect as...**

Username: **satq**

Password: **s00at2q**

You can then upload your compressed file.

IMPORTANT: File names must be short and distinctive (e.g. customer's name), and contain no accents or symbols.

Once your file has been uploaded, you **must** inform SATQ/FEQ by e-mail at [satq@tonikgroupimage.com](mailto:satq@tonikgroupimage.com), being sure to indicate the following: customer's name (hotel, tourist attraction, event) and full contact information for the design agency and the person to contact in the event of a problem. Colour proofs must then be forwarded by regular mail.

**Materials must be received by:**

**April 9, 2010**

## 6. FORMATS - NATIONAL ADVERTISERS

1 page



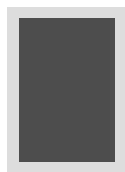
Bleed  
**5<sup>3</sup>/<sub>8</sub>" (W) X 8<sup>5</sup>/<sub>8</sub>" (H)**  
(5.375 in. X 8.625 in.)

### Safety margin :

$\frac{3}{8}$ " (0.375 in.) each side (left and right)

$\frac{1}{4}$ " (0.25 in.) top and bottom of page

1 page



With margin  
**4<sup>5</sup>/<sub>8</sub>" (W) X 7<sup>5</sup>/<sub>8</sub>" (H)**  
(4.625 in. X 7.625 in.)

½ page



Horizontal  
**4<sup>5</sup>/<sub>8</sub>" (L) X 3<sup>3</sup>/<sub>4</sub>" (H)**  
(4,625 po X 3,75 po)

For further information, contact **Manon Joubert** at 514 252-3037, ext. 3584 ([manon.joubert@satqfef.com](mailto:manon.joubert@satqfef.com)).

**N.B. SATQ/FEQ cannot be held responsible for any modification not made to material already provided by the advertiser. We take for granted that all material provided has received the prior approval of the advertiser. Any material that does not comply with the technical specifications will be reworked at the advertiser's expense. The rate is \$65 per hour, translation not included.**