

Print material specifications

Canadian HR Reporter and HR Guide are printed on a cold web offset press using 50lb uncoated book stock. HR Wall Calendar is printed on a heatset web press using glossy stock.

- Due to ongoing advancements in technology, material specs are subject to change. Please contact our advertising coordinator for up-to-date specs.
- Electronic ad material should be checked with a pre-flight program such as Flightcheck.
- It is the client's responsibility to use proper settings for **trapping** and **knockout**. Layers must be flattened and using no transparencies.
- Process colour ad material must use CMYK mode. Spot colour ads must use Pantone spot uncoated. We can not process duotone material. Black and white ads should not contain any colour values. No files should contain RGB or LAB colours.
- **Bleeds** only apply to full page ads. We do not bleed smaller ads.
- We can accept most ads in the following formats:
 - **PDF** — created from QuarkXpress, Illustrator or some other CMYK friendly application. See note below for Distiller settings. The PDF should not contain layers. It must be flattened. And fonts must not be encoded as CID or Double-Byte.

Distiller Settings — PDF Files must have the fonts embedded. When creating your PDF, we suggest distilling with the following settings: Acrobat 3 compatibility, 2400 dpi resolution; generate thumbnails, automatic compression using bicubic downsampling compression @ 300 dpi and quality set to maximum; all fonts embedded; no colour management or conversion.
 - **QuarkXpress** — include all fonts and graphic files.
 - **Illustrator EPS** — “embed” fonts or convert fonts to “outlines” and flatten layers before sending.
 - **InDesign EPS** and **Corel Draw EPS** — contact us for file preparation tips.
 - **Other** (contact us) — We can accommodate a variety of file formats. Please contact us for details.
- We cannot accept responsibility for output if a proof is not supplied.

Ad Preparation Tips

- Reversed text and text using more than 2 process colours should be no smaller than 10 point.
- Small text tends to blur when created with Photoshop or other image applications.
- We are not able to reproduce metallic colours.

Send Material To

- E-mail: To Mina Patel at mina.patel@thomsonreuters.com and CC: mike.long@thomsonreuters.com.
- FTP: Please contact Mina Patel at the number below for access details. Please be sure to zip or stuff your file before sending.
- Courier: Mina Patel, *Canadian HR Reporter*, Thomson Reuters Canada Limited
One Corporate Plaza
2075 Kennedy Rd., 11th floor, Toronto, ON M1T 3V4

Contact Us

If you have any questions, or need assistance, please contact:

Mina Patel, Advertising Coordinator @ (416) 298-5141 ext. 2638 Fax: (416) 298-5031

Website material specifications

- Maximum file size is 40k. SWF files must be zipped. Contact mina.patel@thomsonreuters.com for detailed Flash specs. Please send connecting URL address and GIF, JPG, PNG or SWF files to Mina Patel at mina.patel@thomsonreuters.com.