

## PRINT MATERIAL SPECIFICATIONS

**Canadian HR Reporter** and **HR Vendors Guide** are printed on a cold web offset press using 50lb uncoated book stock.  
**HR Wall Calendar** and **Executive Series Digest** are 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 co-ordinator for up-to-date specs.
  - Format: PDF/X-1a files are preferred (2400 dpi, all fonts embedded, no RGB). Photoshop and Illustrator files must be saved as .EPS or .TIFF files at 300 dpi with all images embedded and fonts as outlines. We do not accept ads created in Microsoft Office/Publisher or Corel Draw.
  - Colour: Process colour must be CMYK. No RGB colours.
  - Text: Reversed text and colour text must be no smaller than 10 point.
  - Border: Partial ads need a minimum 0.5 pt border.
- We cannot accept responsibility for output if a high quality contract proof (ie. Epson, Fuji) is not supplied.
- Ensure that the print .pdfs for all ads are PDF/X-1a compatible, flattened without transparencies and without any RGB or Spot colours. Ads smaller than a full page ad do not require crop marks or any bleed.

## Send Material To

- E-mail: To Pamela Menezes at [pamela.menezes@thomsonreuters.com](mailto:pamela.menezes@thomsonreuters.com) and
- FTP: Please contact Pamela Menezes for access details. Please be sure to zip or stuff your file before sending.
- Courier: Pamela Menezes, *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:

**Pamela Menezes, Production Co-ordinator @ (416) 649-9298 Fax: (416) 298-5031**

## ONLINE SPECIFICATIONS

### E-newsletter material specifications

- **File size:** 40K maximum
- **File format:** GIF, JPG, or PNG. (Please note: we cannot accept flash ads for e-newsletters.)
- **Send to:** Forward ad material and URL directly to [pamela.menezes@thomsonreuters.com](mailto:pamela.menezes@thomsonreuters.com) / 416-649-9298

### Website material specifications

- **File size:** 50K maximum
- **File format:** GIF, animated GIF, JPG, PNG and SWF (see below for flash specs)
- **Send to:** Forward ad material and URL directly to [pamela.menezes@thomsonreuters.com](mailto:pamela.menezes@thomsonreuters.com) / 416-649-9298

### Specs for Flash Ads:

If you need us to track clickthroughs on your ad, please **embed our tracking link** in the flash movie (.fla file) before creating the flash ad (.swf) and ensure the link opens in a new browser window. Please contact Pamela Menezes for the tracking link as it is unique for each ad placement.

**Note:** Our email server **blocks .swf attachments**. Please contact Pamela Menezes for ftp site information.