

ADVERTISING REQUIREMENTS

The Saint Croix
Courier

COURIER
Weekend

Production Dept. email: smichell@stcroixcourier.ca

ADS MAY BE EMAILED IN PDF, EPS OR AI FORMAT.

(ALL LINKS AND FONTS MUST BE INCLUDED [ATTACHED])

WE PREFER NOT TO ACCEPT ADS IN JPEG FORMAT.

ONLY PHOTOS.

(THE TYPE IS TOO FUZZY WHEN PRINTED – HARD TO READ.)

St. Croix Printing
& PUBLISHING COMPANY LIMITED

FTP SITE

Address: 24.222.18.35

User: stcroix

Password: IESATuEF

RETRIEVING FILES

We accept the following: Diskettes, ZIP, Email, CD ROM.

INTERNET

We use the following platforms: Netscape Navigator, Internet Explorer.

PRINTING SPECS

(colour separations)

- Emulsion (down)
- Right Reading (left to right)
- 70 line screen
- 600 DPI (dots per inch) output preferred
- Resolution for pictures (200 pixels per inch)

MEASUREMENTS

(6 column grid – depth 21")

Column	Inches	Agate	Picas
1	2-1/16	29.0	12.5
2	4-5/16	60.5	26.0
3	6-9/16	91.5	39.5
4	8-13/16	123.0	53.0
5	11-1/16	154.5	66.5
6	13-5/16	186.0	80.0

PROGRAMS (Mac/PC)

MACINTOSH

- PageMaker 7.0
- QuarkXPress 4.1, 5, & 6
- Acrobat Reader 5
- Illustrator 10 (save as an EPS)
- Photoshop 7 (save as an EPS)
- We prefer not to accept JPEG format ads (quality of ad is too poor when printed)
- Microsoft Word
- Adobe InDesign

PC

- PageMaker 7.0
- Acrobat Reader 5
- Adobe InDesign