

ADVERTISING REQUIREMENTS

The Saint Croix
Courier

COURIER
Weekend

Administration email: joanne@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: aQWHw7hJ

RETRIEVING FILES

We accept the following: Email, CD ROM, memory sticks.

INTERNET

We use the following platforms: Firefox, Safari and 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)

ST. CROIX COURIER SIZES (6 column grid broadsheet – 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 |

For Courier Weekend Tab sizes, call 466-3220

PROGRAMS (Mac/PC)

MACINTOSH

- Adobe InDesign
- QuarkXPress 4.1 - 7
- Acrobat Reader

PC

- Adobe Creative Suite
- InDesign
- Acrobat Reader

MACINTOSH & PC

- Illustrator (save as EPS)
- Photoshop (save as EPS)
- We prefer not to accept JPEG format ads,(quality of ad is too poor when printed) - We prefer PDF's
- Microsoft Word