



PRINT + INSERT SPECS

STREET DATE
EVERY THURSDAY















AD CLOSING DATE
FRIDAY, 5PM

ARTWORK DEADLINE
MONDAY 5PM

APPROVED ART DEADLINE
TUESDAY 5PM

PRINTING SPECIFICATIONS

- All ads should be built to the exact size (see above) and there should be no white space or information outside the active area. Artwork that does not conform to the modular sizes provided will be re-formatted, reduced, enlarged or framed at the discretion of The Coast.
- All artwork should be at least 240 dpi however 300 dpi is preferred.
- Our maximum ink density is 220.
- Fine lines and small type may be in colour, but should use as few inks as possible. For colour type we recommend using heavier (bold) type that can survive small variations in registration.
- Blacks should be created as 100% K, or K plus one other colour. Never create a black out of all four colours.
- All Pantone must be converted to CMYK.
- The Coast cannot guarantee exact colour matching or perfect registration.
- Design your artwork considering a newsprint dot gain of 20-39%.
- When using white type on a dark background min type size should be 10pt and avoid using serif fonts.

				
DOUBLE PAGE SPREAD 21.375"W x 11.5"H	FULL PAGE 10"W x 11.5"H	3/4 VERTICAL 7.45"W x 11.5"H	JUNIOR 7.45"W x 8.56"H	1/2 HORIZONTAL 10"W x 5.68"H
				
1/2 VERTICAL 4.92"W x 11.5"H	3/8 HORIZONTAL 7.45"W x 5.68"H	3/8 VERTICAL 4.92"W x 8.56"H	1/3 PAGE H 10"W x 3.75" V 4.92"W x 7.65"	1/4 PAGE S 4.92"W x 5.68" V 2.375"W x 11.5"
				
1/4 H / BANNER 10"W x 2.78"H	1/6 4.92"W x 3.75"H	1/8 HORIZONTAL 4.92"W x 2.78" 1/8 VERTICAL 2.375"W x 5.68"	1/12 TEASER 2.375"W x 3.75" 2.375"W x 2.78"	

FILE SUBMISSION

All artwork should be email to:
production@thecoast.ca

For files exceeding 10MB use:
wetransfer.com

Please include with your file:

client name, contact phone number & date of the issue in which the ad should run

PRE PRINTED INSERTS

Inserts must be received the Monday the week the insert is to be run. Insert reservations need to be made Monday two weeks before the insert run date. Publisher has the right to cancel inserts based on content. **Ship insert to:**

Transcontinental, c/o Angela Conrad
11 Ragged Lake Blvd. Halifax, NS B3S 1R3

Minimum size: 4"w x 6"h (folded edge must be at least 6")
Maximum size: 10.25"w x 12.5"h, 12 pages

DESIGN, ON THE HOUSE

As a service to our advertisers The Coast provides complimentary typesetting and design services. We design ads on a first come first served basis so clients who get their materials in early get more attention paid to their ads. If you need our services call your sales rep for info on what we need to make your ad.

The Coast
HALIFAX'S WEEKLY

PRODUCTION DEPARTMENT
production@thecoast.ca
902-422-6278 ex. 125