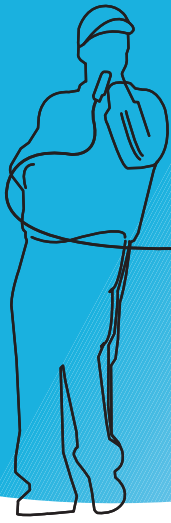


CANADA'S MUSIC AUTHORITY

exclaim!

OBSESSIVE LISTENING, COMPULSIVE READING



ARTWORK SPECIFICATIONS

MEDIA SPECIFICATIONS

General Notes

- Material should be supplied in order to compensate for a dot gain of 20% to 25%.
- Ensure a minimum of one-point trap for best registration.
- Undercolour Removal: total percentage of tone values should not exceed 240% for four-colour materials and 160% for two-colour materials. Only one solid colour should be used in areas comprised of two or more colours. Maximum screened value of any colour should not exceed 80% unless it becomes the solid colour. Solid black areas should be comprised of 100% black plus 30% cyan. GCR 75%.
- Small letters, serifs and thin lines should be restricted to one ink.
- For double burns/surprint, use a screen of not more than 45% density for background where type is surprinted; not less than 45% density where type is reversed.
- One colour screen of less than 10% may not print.

Software

Exclaim! uses the following Macintosh-based software (versions listed or earlier are acceptable):

QuarkXPress 5.0 - include Quark document along with all Postscript fonts and graphic elements.

Scan all black and white and colour photos at least 300 DPI, and lineart at least 600 DPI. Convert all images to CMYK. Knockout (trap) all colour text on top of black or solid black boxes and shapes on top of colour. If black text on top of colour exceeds 24pt then it's best to knockout (trap).

Adobe Photoshop 6.0 - if you're submitting an entire ad as a Photoshop TIFF, JPEG or EPS make sure the resolution is at least 300 DPI. If you are sending the ad as a JPEG then save with the maximum compression quality (12).

Adobe Illustrator 10 - convert all fonts to paths, embed all images, save as an Illustrator EPS with level 2 postscript.

Media

Digital ads may be submitted via email to digital@exclaim.ca if less than 6 MB in total size after compression (ie. DropStuff). Anything greater than 6 MB should be submitted via our FTP site (Host: [ftp.exclaim.tv](ftp://ftp.exclaim.tv); Username: universal; Password: password) or Compact Disc.

Production Charges

Exclaim! does not accept responsibility for the reproduction when materials do not meet these specifications. Exclaim! reserves the right to charge back client for additional production costs when materials do not meet these specifications.

double page spread

21.5" width - 11.5" height



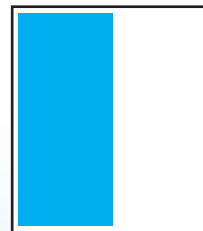
full page

10.25" width - 11.5" height



half page vertical

5" width - 11.5" height



half page horizontal

10.25" width - 5.75" height

