

mechanical specifications

PUBLICATION TRIM SIZE: 8 1/8" × 10 7/8"

BLEED PAGE SIZE: 8 3/8" × 11 1/8"

STANDARD UNIT SIZES: Please keep all crop and register marks 1/2" outside of the trim size.

PRODUCTION SPECIFICATIONS

	LIVE AREA WIDTH x DEPTH	TRIM	BLEED
Double page spread*	15" × 10"	16 1/4" × 10 7/8"	16 3/4" × 11 1/8"
Full page	7" × 10"	8 1/8" × 10 7/8"	8 3/8" × 11 1/8"
2/3 page vertical	4 1/2" × 10"		
1/2 page horizontal	7" × 4 7/8"		
1/3 page horizontal	7" × 3 1/4"		
1/2 page vertical	3 3/8" × 10"		
1/3 page vertical	2 1/8" × 10"		
Banner ad	7" × 1 3/16"		

*PLEASE NOTE that a double page spread must be sent as two single page files. Type crossing over spine must be an additional 3/8" from each side of spine.

PRINTING:

All printing is produced computer-to-plate using sheet fed or web offset printing.

DIGITAL ADVERTISING SUBMISSIONS:

Pulsus Group Inc accepts only PDF/X-1A (2001) files for advertising submissions.

INTERNET BANNER ADVERTISEMENTS:

Prescribed pixel width and height for:

Full banner – 468 × 60; Half banner – 234 × 60; Skyscraper banner – 120 × 600; Badge – 125 × 125.

Flash advertisements are not permitted.

File should be completed and submitted in GIF or JPEG format.

*PLEASE NOTE that file size should not exceed 120 kB.

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ACCEPTABLE METHODS FOR FILE SUBMISSION:

- 1) Upload files directly to the Pulsus Digital Advertising Web site. Go to <http://digitalads.pulsus.com> and follow the instructions; or
- 2) Send your ad file via CD-ROM along with the appropriate specification checklist

With either method, a contract proof must be sent directly to Pulsus Group Inc. The proof must meet Magazines Canada standards (dMACS), contain a colour control bar and be clearly identified with the job ID and proofing system used.

PDF/X-1A (2001) FILE REQUIREMENTS:

- Scanned images must be high resolution (300 dpi) CMYK or Grayscale. (No RGB, LAB or ICC colour profiles)
- Spot Colour (matched colour) must be tagged as device 'n' when creating the PDF/X-1A file to ensure it will not be converted to CMYK
- Scanned images should be saved as TIFF or EPS files
- All fonts must be embedded in the file and be Type 1 or Type 3; no TrueType fonts
- File to contain only 1 page. Spread ads should be sent as single page files
- Create ads as RRPP (right reading portrait page) orientation
- Line screen: 133 lpi
- Screen angles: C-15%, M-45%, Y-90%, K-75%
- All required trapping should be done prior to creating file
- Colour traps 0.08 mm/0.144 pt and black overprint set when necessary
- Include a colour bar control patch in all files (outside the live image area).
- All marks (trim, bleed, centre) should be included in all colours (1/2" outside trim). No marks should be included in the live image area

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PROOF REQUIREMENTS:

All files submitted for advertising must include a contract colour proof that is created from the final PDF/X1-A file. The proof must meet Magazines Canada standards (www.dmacs.org), contain a colour control bar and be clearly identified with the job ID and proofing system used. Samples of acceptable contract colour proofs include (in no specific order):

- DuPont Digital Waterproof
- Fuji PictroProof
- Imation Digital Halftone Proof
- IRIS
- Kodak Approval
- Polaroid PolaProof Digital Halftone Proof
- Press Proof or Digital Press Proof (Indigo)

Pulsus Group Inc does not accept native application files (Quark Xpress, Adobe Pagemaker or InDesign)

BINDING:

Perfect Bound

*The Canadian Journal of Gastroenterology
Paediatrics & Child Health
Canadian Respiratory Journal
Pain Research & Management
The Canadian Journal of Infectious Diseases and Medical Microbiology*

Saddle-Stitched

The Canadian Journal of Plastic Surgery

SHIPPING INSTRUCTIONS:

Space orders, insertion instructions, proofs, etc, should be sent to:

Pulsus Group Inc
2902 South Sheridan Way
Oakville, Ontario L6J 7L6
or faxed to 905-829-4799

Please call Pulsus Group Inc at 905-829-4770 regarding shipment of inserts.
Pulsus Group Inc cannot accept collect shipment of any advertising material.

STORAGE OF PRINTED MATERIALS:

Material will be stored for 12 months after last insertion date and then destroyed unless advised otherwise.

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OUTSERTS:

Quantity required (by journal). Please call Pulsus Group Inc for split run requirements.

- Minimum size: 3 5/8" x 5 5/8"
- Maximum size: 8 1/8" x 10 7/8"

- Maximum stock weight: 75 lb
- Minimum stock weight: 60 lb

- Outserts printed in the United States must carry "Printed in USA"

INSERTS:

Quantity required (by journal). Please call Pulsus Group Inc for split run insert requirements.

- Maximum stock weight: Single page 80 lb, multiple page 70 lb.
- Inserts to be supplied folded and untrimmed with bleed area 8 3/8" x 11 1/8". No copy should appear within 1/4" of trims.
- Perfect Bound Inserts: Grind-off 1/8" on binding edge with 1/8" head trim, 3/8" foot trim, 1/8" for edge allowance.
- Saddle-Stitched Inserts: High folio binding lip must be 3/8" plus 1/8" for edge, 1/8" head trim, 3/8" foot trim. 2-page inserts require a 3 1/4" lap and must be provided unfolded.
- Inserts printed in the United States must carry "Printed in USA".

Please call Pulsus Group Inc at 905-829-4770 regarding shipment of outserts and inserts.

ADVERTORIAL INSERTS AND OUTSERTS:

Advertorial Outserts, and Inserts bound into Pulsus Group journals, will:

- Be printed on a different paper stock (colour and weight) than that used in the production of the journal in order to distinguish it from editorial content
- Be printed on paper stock that does not exceed 80 lb in weight (CAMP guidelines) – 80 lb for single leaf inserts, 70 lb for multiple leaf inserts
- Conform to PAAB requirements
- Prominently feature the following disclaimer regarding editorial content:

"This publication has not been peer reviewed by the editorial board of (journal name) and is made possible under an unrestricted educational grant from (Pharmaceutical Company name)"

- Display the words "Advertising Material" prominently on the front page