

Publication Calendar:

Issue	Editorial Due Date	Ad Due Date	Distribution in Globe & Mail
September 2010	July 16, 2010	August 4, 2010	August 30, 2010
October 2010	August 18, 2010	September 8, 2010	October 4, 2010
November 2010	September 15, 2010	October 6, 2010	November 1, 2010
December 2010	October 20, 2010	November 10, 2010	December 6, 2010
January 2011	November 17, 2010	December 6, 2010	January 5, 2011
February 2011	December 15, 2010	January 5, 2011	January 31, 2011
March 2011	January 19, 2011	February 9, 2011	March 7, 2011
April 2011	February 16, 2011	March 9, 2011	April 4, 2011
May 2011	March 16, 2011	April 6, 2011	May 2, 2011
June 2011	April 20, 2011	May 11, 2011	June 6, 2011
Summer 2011	May 25, 2011	June 15, 2011	July 11, 2011

Important Ad Submission Information

» Press-ready PDF files are the required file submission format. If you have any questions regarding the preparation of these files, please call Tonic Magazine.

» Files should be transmitted via e-mail to art@tonictoronto.com
» Or via **FTP**

FTP Login Info

Server: [ftp.tonictoronto.com](ftp://ftp.tonictoronto.com)
User Name: publicftp@tonictoronto.com
Password: opportunity

» Tonic does not accept responsibility for production problems when the supplied material does not meet these specifications.

Attention Ad Designers

This information is intended to help you avoid some possible pitfalls of designing advertising artwork for newsprint production.

General Design Guidelines

- Rules that are 4 points or below should be made up of 1 colour only.
- Small type - sans-serif fonts 7 points or smaller, serif fonts 12 points or smaller and fine serif fonts 14 points or smaller should be made up of 1 colour only.
- Type smaller than 12 points should not be reversed out of a 4 colour background.
- Type smaller than 10 points should not be reversed.
- Reversed type should not be positioned in any background consisting of a 'total ink.'

Coverage less than 45%

- Type should not be reversed out of yellow or any light coloured background.
- Screen values above 85% will generally produce a solid.
- Screen values of 5% or less generally will not print.
- Do not use tiffs or jpegs with black type in the layout. This causes 4 colour black, which causes problems with registration. Black type should be black only.
- Black solids should be 100% black only. Support colours are not recommended.

General Printing Specifications

- Ink laydown - cyan, magenta, yellow and black.
- Dot gain - allow for 25% on all images.
- Line screen - our printer produces plates at 100 lpi. (A minimum of 200 dpi resolution for graphic elements is required for good reproduction when outputting to plate).
- Total ink coverage - our printer recommends that a 'total ink coverage' should not exceed 240%. (Total ink coverage is the sum of all the ink values in the darkest area of a separation).