



*The* **Citizen**

2023 AD SPECIFICATIONS

# ABOUT US

## Circulation

The Citizen is a monthly newspaper, with a circulation of 6,200 distributed free of charge to all homes and businesses in Niverville, Ile-des-Chenes, St. Adolphe, Ste. Agathe, Glenlea, Otterburne, Tourond, and New Bothwell using Canada Post mailing.

The Citizen is also available at all businesses in the above communities as well as Landmark and St. Pierre.

The Citizen is also available online at [www.nivervillecitizen.com](http://www.nivervillecitizen.com)

## Specifications

- 11-3/8" x 12-1/2"
- Printed full colour throughout
- Typically 24-32 pages

We have a high-calibre team of contributing writers providing relevant local stories for our readership area. The articles are distributed throughout the paper to ensure readers read from cover to cover, viewing all of the ads.

## Advertising

Advertising is available on contract, or on a month to month basis. Annual contracts include the design of 1 ad from our graphic artist, and up to 2 changes throughout the year.

We offer a quarterly payment option for no charge to annual advertisers, or a 5% discount to those providing payment in full for a contract of 6 months or longer. (We don't accept credit cards at this time)

## Classified Advertising

We have a full classified section, featuring job postings, space for lease, announcements, and more.

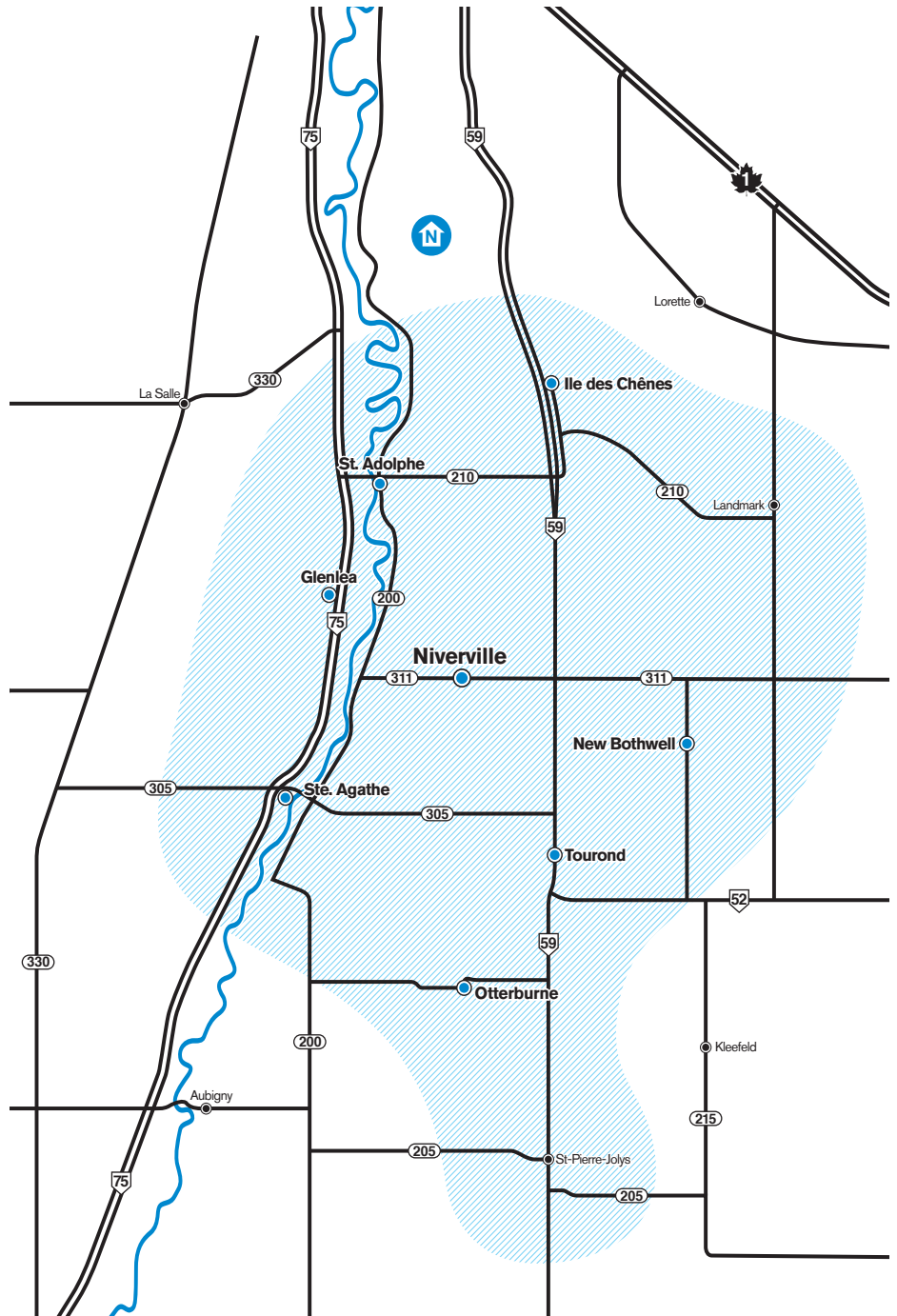
## 2023 Publication Dates

- January 6, 2023
- February 3, 2023
- March 3, 2023
- March 31, 2023
- May 5, 2023
- June 2, 2023
- July 7, 2023
- August 4, 2023
- September 1, 2023
- October 6, 2023
- November 3, 2023
- December 1, 2023

# The Citizen

Distribution:

# 6,200



## Contact:

**Dylan Zacharias**  
ADVERTISING SALES

PHONE: 204.370.5122

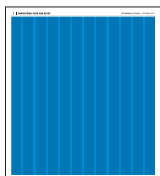
EMAIL: [sales@nivervillecitizen.com](mailto:sales@nivervillecitizen.com)

ADVERTISING RATES: \$6.30/column inch, \$0.45/agate line

**CAMERA READY ARTWORK IS DUE AT 4 P.M. ON THE 20th OF THE MONTH PRECEDING PUBLICATION DATE**

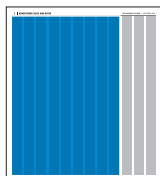
Cancellation Charge - 50% Special Position Charge - 20%

# AD SIZES & SPECIFICATIONS



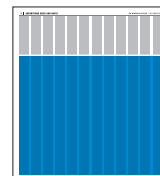
## Full Page

**COLUMNS x LINES:**  
12 col. x 160 agates  
**INCHES:**  
10.375" w x 11.429" h  
COLOUR INCLUDED. SPECIAL POSITION +20%.



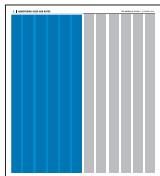
## 3/4 Page Vertical

**COLUMNS x LINES:**  
9 col. x 160 agates  
**INCHES:**  
7.742" w x 11.429" h  
COLOUR INCLUDED. SPECIAL POSITION +20%.



## 3/4 Page Block

**COLUMNS x LINES:**  
12 col. x 120 agates  
**INCHES:**  
10.375" w x 8.571" h  
COLOUR INCLUDED. SPECIAL POSITION +20%.



## 1/2 Page Vertical

**COLUMNS x LINES:**  
6 col. x 160 agates  
**INCHES:**  
5.109" w x 11.429" h  
COLOUR INCLUDED. SPECIAL POSITION +20%.



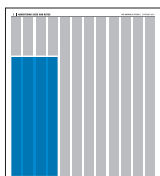
## 1/2 Page Horizontal

**COLUMNS x LINES:**  
12 col. x 80 agates  
**INCHES:**  
10.375" w x 5.714" h  
COLOUR INCLUDED. SPECIAL POSITION +20%.



## 1/4 Page Tower

**COLUMNS x LINES:**  
3 col. x 160 agates  
**INCHES:**  
2.476" w x 11.429" h  
COLOUR INCLUDED. SPECIAL POSITION +20%.



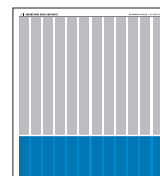
## 1/4 Page Vertical

**COLUMNS x LINES:**  
4 col. x 120 agates  
**INCHES:**  
3.353" w x 8.571" h  
COLOUR INCLUDED. SPECIAL POSITION +20%.



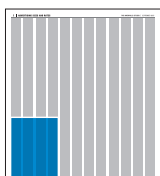
## 1/4 Page Block

**COLUMNS x LINES:**  
6 col. x 80 agates  
**INCHES:**  
5.109" w x 5.714" h  
COLOUR INCLUDED. SPECIAL POSITION +20%.



## 1/4 Page Banner

**COLUMNS x LINES:**  
12 col. x 40 agates  
**INCHES:**  
10.375" w x 2.857" h  
COLOUR INCLUDED. SPECIAL POSITION +20%.



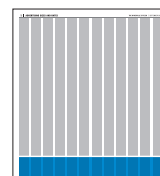
## 1/8 Page Vertical

**COLUMNS x LINES:**  
4 col. x 60 agates  
**INCHES:**  
3.353" w x 4.286" h  
COLOUR INCLUDED. SPECIAL POSITION +20%.



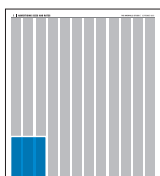
## 1/8 Page Horizontal

**COLUMNS x LINES:**  
6 col. x 40 agates  
**INCHES:**  
5.109" w x 2.857" h  
COLOUR INCLUDED. SPECIAL POSITION +20%.



## 1/8 Page Banner

**COLUMNS x LINES:**  
12 col. x 20 agates  
**INCHES:**  
10.375" w x 1.429" h  
COLOUR INCLUDED. SPECIAL POSITION +20%.



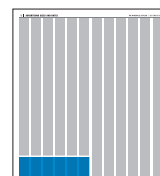
## 1/16 Page Vertical

**COLUMNS x LINES:**  
3 col. x 40 agates  
**INCHES:**  
2.476" w x 2.857" h  
COLOUR INCLUDED. SPECIAL POSITION +20%.



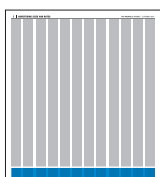
## 1/16 Page Block

**COLUMNS x LINES:**  
4 col. x 30 agates  
**INCHES:**  
3.353" w x 2.143" h  
COLOUR INCLUDED. SPECIAL POSITION +20%.



## 1/16 Page Horizontal

**COLUMNS x LINES:**  
6 col. x 20 agates  
**INCHES:**  
5.109" w x 1.429" h  
COLOUR INCLUDED. SPECIAL POSITION +20%.



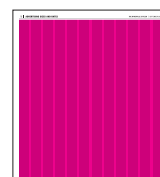
## 1/16 Page Banner

**COLUMNS x LINES:**  
12 col. x 10 agates  
**INCHES:**  
10.375" w x 0.714" h  
COLOUR INCLUDED. SPECIAL POSITION +20%.



## Business Card Section

**COLUMNS x LINES:**  
3 col. x 19 agates  
**INCHES:**  
2.476" w x 1.357" h  
MINIMUM 5 MONTH TERM.  
COLOUR INCLUDED. LIMITED AVAILABILITY.



## Back Full Page

**COLUMNS x LINES:**  
12 col. x 160 agates  
**INCHES:**  
10.375" w x 11.429" h  
COLOUR INCLUDED. LIMITED AVAILABILITY. **PREMIUM PAGE**



## 1/16 Cover Page Earlug

**COLUMNS x LINES:**  
4 col. x 30 agates **PREMIUM PAGE**  
**INCHES:**  
3.353" w x 2.143" h  
COLOUR INCLUDED. LIMITED AVAILABILITY.



## 1/16 Cover Page Banner

**COLUMNS x LINES:**  
12 col. x 10 agates **PREMIUM PAGE**  
**INCHES:**  
10.375" w x 0.714" h  
COLOUR INCLUDED. LIMITED AVAILABILITY.



## 1/8 Cover Page Banner

**COLUMNS x LINES:**  
12 col. x 20 agates **PREMIUM PAGE**  
**INCHES:**  
10.375" w x 1.429" h  
COLOUR INCLUDED. LIMITED AVAILABILITY.



## Double Centre Spread

**COLUMNS x LINES:**  
24 col. x 160 agates **PREMIUM PAGE**  
**INCHES:**  
21.596" w x 11.429" h  
COLOUR INCLUDED. LIMITED AVAILABILITY.



## Pop Up Banners (4 - FRONT / BACK / DOUBLE CENTRE)

**COLUMNS x LINES:**  
12 col. x 23 agates **PREMIUM PAGE**  
**INCHES:**  
10.375" w x 1.643" h  
COLOUR INCLUDED. LIMITED AVAILABILITY.

This area is where the roller grips while printing. If you run your artwork through this area for the DOUBLE CENTRE SPREAD POP UP slight drag will occur in the roller area. No important text should be in this area.

ALSO AVAILABLE: DOUBLE CENTRE SPREAD POP UP. ASK US FOR DETAILS.

**COLUMN WIDTHS:** 1 col. = 0.72" 2 col. = 1.598" 3 col. = 2.476" 4 col. = 3.353" 5 col. = 4.231" 6 col. = 5.109" 7 col. = 5.987" 8 col. = 6.864" 9 col. = 7.742" 10 col. = 8.62" 11 col. = 9.497" 12 col. = 10.375"

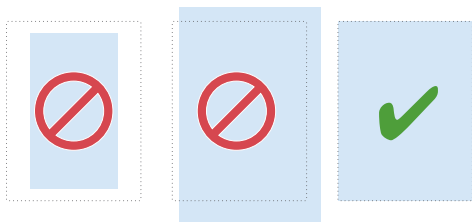
# REQUIREMENTS FOR NEWSPRINT DISPLAY ADS

## Camera-ready files

- Ads must be submitted as PDF/X-1a files
- Files must be prepared in a layout program such as Adobe InDesign. Type must remain vector and the fonts must be outlined or embedded. PDF files created by Adobe Photoshop or Microsoft Word are not considered camera-ready.
- Colour ads should be CMYK only. Pantone or spot colors should be converted to CMYK.
- Minimum photo resolution is 240 dpi.
- Color ads should not exceed an ink density higher than 240%. See "Understanding dot gain and ink density" below.
- Dot gain is 35%-38%. See the "Newsprint reproduction" section on below for more considerations.
- If specifications are not met, there will be an additional charge for any work done to make your artwork camera-ready.

## Ads must be delivered at size

Ads must be delivered at size. Ads that are submitted that do not meet specifications will be modified or stretched to fit the space that was reserved. The Citizen will not "float" ads submitted smaller than the space that was reserved.



## Partial page ads must have borders

Partial page ads must have borders or artwork that clearly defines the outer edge of the ad. A .5 pt. rule will be added around any ad submitted with white space on any side.



# NEWSPRINT REPRODUCTION

## Image resolution

- The minimum resolution for colour and greyscale photos is 240 dpi. Remember that scaling a photo in a layout program will change the effective print resolution. For example an image set to 240 dpi in Photoshop, but placed in InDesign at 200% will have an effective print resolution of 120 dpi.
- If a bitmap (non vector) image with text is used we recommend a minimum resolution of 800 dpi.

## Registration limitations

- Newspaper printing is very different than heat-set magazine and book printing. Because of the thin weight of newsprint and the high-speed nature of newsprint presses, the alignment of the cyan, magenta, yellow and black plates on press, known as registration, is rarely perfect.
- The minimum type size for text built in 2 or more colours should be no lower than 14 pt. Setting small type in color may result in the text being illegible. Text knocked out of a colour photo or background built with 2 or more colours should be no lower than 14 pt.
- Hairline rules should be defined as .25 pt. and should only be defined as one colour. Rules made up of two or more colours should be a minimum of 2 pt.
- Use as few colour plates as possible when making solid colours. For example, a green built as 80% cyan and 100% yellow will reproduce considerably better than a similar green that is built as 75% cyan, 10% magenta, 100% yellow and 10% black.
- It is critical that small black text or elements are set to a CMYK value of 0, 0, 0, 100. Text created using an RGB black will reproduce blurry and illegible because RGB black, when converted to CMYK, has a value of 74, 67, 67, 90 and because the alignment of the cyan, magenta, yellow and black plates on press, known as registration, is rarely perfect in newsprint reproduction, your black elements will not reproduce in the desired manner. The images above illustrate the difference between a proper CMYK black and an RGB black. With small text and elements, it is imperative that black be set up using the proper values.

**Black**

100% BLACK - 0c, 0m, 0y, 100k

**Black**

RGB BLACK - 74c, 67m, 67y, 90k

**Black**

100% ALL PLATES - 100c, 100m, 100y, 100k

## Understanding dot gain and ink density

- Newsprint has considerably more dot gain than other forms of printing. What does that mean? Imagine having a paper towel and a sheet of wax paper side-by-side on your kitchen counter. Now put a drop of water in the center of each. The drop on the wax paper will hold its shape and sit on top of the paper, while the drop on the paper towel will be absorbed and more than double in size. Ink on newsprint behaves much like the water on the paper towel.
- Because of this absorbent nature of newsprint, the maximum amount of ink the paper can hold is less than what other papers can hold. The spreading ink also results in images often looking darker on paper than what your computer screen shows.
- The Citizen has a maximum ink density is 240%. That means the sum of the percentages of cyan, magenta, yellow and black for any one color must add up to 240% or less. For example that green color that is built as 80% cyan and 100% yellow has a ink density of 180% — well within acceptable tolerance.
- To make sure your ad is optimized for newsprint reproduction, we recommend using the "North America Newsprint" color preset provided with Adobe Creative Suite. This will give you a better preview of the reproduction on your computer screen and make sure your file uses the correct ink densities.
- Note that by default, all versions of Adobe Creative Suite use a generic profile meant for magazine printing. If you do not change that color setting your file will have a maximum ink density of 300% and we will automatically convert your file to a lower density before printing. This may result in a slight color shift.

# SUBMITTING PRINT ADS

## By E-Mail

If your ad is less than 10 MB in size, e-mail it to: [ads@nivervillecitizen.com](mailto:ads@nivervillecitizen.com)

## Using your web browser

Files up to 50 MB in size are accepted.

Using your Web browser go to: <http://www.nivervillecitizen.com/upload>