



# ELECTRONIC FILE PROCEDURE

## Please provide the following:

- Hard copy of advertisement
- Account and File Name(s)
- Name and phone number of sender
- Date of ad insertion
- Name of Sales Representative
- **Fax information to : 613-733-7107**

**Note:** Text (phone number, website) should be a separate layer in order to get the link through on our E-edition.

## E-mail for FTP Procedure

You can send all E-mail attachments to : [shelley.baizana@sunmedia.ca](mailto:shelley.baizana@sunmedia.ca)

Fils should be no larger than 1.5MB.

Please name the subject of your E-mail by your account name. If you have large files you can send via FTP (Tile Transfer Protocol)

**Our FTP site is:**

<b>Host (URL):</b>	ftp.sunpub.com
<b>User Name:</b>	anonymous
<b>Password:</b>	guest
<b>Directory:</b>	incoming/ottawa_smart_shoppers

We are a Macintosh platform. **We DO NOT accept PC file formats, i.e.:**  
**NO word processing files.** Please call for file compatibility.

## The Following are files we can accept:

- Quark XPress 4.1
  - Indesign CS3
  - Adobe Photoshop CS3
  - Adobe Illustrator CS3
  - Adobe Acrobat 8
- **PDF** files are accepted, please ensure that it is the correct size, colour with fonts embedded and the final version as no corrections can be made.
- If customer has Photoshop send as: tiff, eps or jpeg.

## Please ensure:

Your ad is the correct size. All colour documents are in **Process Colour (CMYK)**. Convert all Pantone and other colour systems to Process Colour. Your photos are 200pdi and at 100% in your document. You have supplied all supporting files, i.e.: photos, logos and fonts (unless fonts are converted to outlines). You are to send only fonts that are required for your document.

## Column widths:

**1 column** 1.167" (7.1 picas), **2 column** 2.486" (14.11 picas), **3 column** 3.792" (22.9 picas), **4 column** 5.083" (30.6 picas), **5 column** 6.403" (38.5 picas), **6 column** 7.694" (46.2 picas) **7 column** 9.014" (54.1 picas), **8 column** 10.333" (62 picas)

**All questions or concerns should be directed to your sales representative.**