

# MEDICINE ON THE MOVE

**2012 SPECS**

## Insert requirements – center spread only, stapled

**Quantity required:** 42,000 supplied 4 pages.

**Maximum weight of stock:** maximum weight 70 lb.

- Inserts must be supplied with 1/8" head trim including bleed, foot trim 3/16" including 1/8" bleed, face trim 1/8" including 1/8" bleed. High folio face trim 1/4" trim, including 1/8" bleed and 3/8" lap. Insert folded should measure 11 3/8" (w) x 16 13/16" (h).
- Inserts printed in US must carry "Printed in USA."
- Inserts must be delivered in uniform boxes weighing 35lb maximum on skids measuring 42" x 48" labelled Medicine on the Move.
- Ship inserts to Medicine on the Move c/o Transcontinental Interweb: 1603 Montarville, Boucherville, QC, J4B 5Y2, at least 14 days prior to publication date.

## Technical specifications for digital ads

- Adhere to ISO standard file formats endorsed by Magazines Canada ([www.magazinescanada.ca](http://www.magazinescanada.ca)).
- Only PDF-X1a or PDF-X3 or collected/packaged QuarkXPress 4.11 and upward, InDesign CS2 and upward file formats, including all postscript fonts, are accepted.
- When generating PDF-X files, Open Prepress Interface (OPI) must not be selected in the Output tab of Export Layout as PDF, nor in the Advanced tab in InDesign.
- Document sizes should be set to the final trim size of the magazine page with a minimum of 1/8" for bleeding elements for full-page submissions.
- Crop marks must be set to 12 pts away from trim.
- Multiple crop marks on ads must clearly indicate trim sizes.
- P.I. (Prescribing Information) must be edited in black only (no CMYK).
- All colours must be edited in CMYK, unless a 5th (or more) PMS colour has been contracted.
- In the case of a PMS colour, DCS 2.0 separations must be used. All other attached files (e.g. Photoshop, Illustrator, Freehand EPS, TIFF) must be saved in CMYK.
- Photoshop files must be sized correctly, scaled at 100% size and saved as EPS or TIFF with all colours saved accordingly.
- Illustrator files must be saved as EPS and all type converted to outline.
- For all native application files, trapping must be set to default.
- Material is to be supplied on CD or DVD.
- All material must be supplied with final dye-sublimation colour proofs (Rainbow) or "Matchprint" (chromalin) which correspond to the actual document size.

## Advertising specifications:

Two final size high resolution color proofs must be provided for press match. Publisher not responsible for reproduction of color advertisements unless valid color proofs are supplied.

## Graphic Specifications

Number of columns = 5

- 1 col = 1 7/8" (1.875") wide
- 14 agate lines = 1 inch

- 1 col depth = 224 agate lines or 16" deep
- Advertisement over 190 lines billed as full column depth 224 lines

Units	Width	Depth	Columns	Lines
Full tab live area	10"	16"	5	224
Full tab trim size	10 13/16"	16 5/8"	5	224
Full tab bleed size	11 3/16"	16 7/8"	5	224
Full tab DPS live area	21"	16"	10	224
Full tab DPS trim size	22"	16 5/8"	10	224
Full tab DPS bleed size	22 1/4"	16 7/8"	10	224
Half tab horiz.	10"	8"	5	112
Magazine page	7 7/8"	11"	4	154
Magazine DPS	17 1/4"	11"	8	154
Magazine 2/3 vert. page	4 1/2"	10"	3	140
Magazine 1/2 vert. page	3 1/2"	10"	2	140
Mag 1/2 horiz. page	7 7/8"	4 7/8"	4	70
Mag 1/3 horiz. page	7 7/8"	3 1/4"	4	45
Mag 1/4 vert. page	1 7/8"	10"	1	140

**Printing Type:** web offset **Binding:** stapled

**Web advertising** available upon request.

## Send material/insertion orders to

Parkhurst/o Medicine on the Move  
Attention: Elaine Mackasey,  
400 McGill Street, 3rd Floor  
Montreal, QC, H2Y 2G1

**Phone:** (514) 397-8833 ex: 109

**Fax:** (514) 397-0228

**Email:** [elaine@parkpub.com](mailto:elaine@parkpub.com)

## Publisher

David Elkins

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## Toronto Director, Sales & Marketing

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Parkhurst

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**Fax:** (905) 571-9051

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