

Solutions for the patients
you see every day

Insert requirements

Quantity required: 42,000; supplied 2, 4, 8-page inserts.

Partial page inserts (80 lb required based on a 25" x 38" sheet).

BOUND IN

- Minimum size: untrimmed 4 1/8" x 5 1/8"
- Maximum height: untrimmed 11" (includes 1/8" trim top and bottom)

BLOWN IN

- Minimum width: 4"
- Maximum size: 5 3/4" x 9"

Maximum weight of stock: single leaf inserts not to exceed 80 lb; multiple-page 70 lb based on a 25" x 38" sheet.

- Inserts to be untrimmed 8 1/8" x 11" on binding edge (provide 1/4" trim top and bottom).
- Inserts printed in US must carry "Printed in the USA."
- Inserts must be delivered in uniform boxes weighing 35lb maximum on skids measuring 42" x 48" labelled "Parkhurst Exchange."
- Ship inserts to Parkhurst Exchange c/o Transcontinental Interweb, 1603 boul. 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).
- 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.
- **All colours must be edited in CMYK, unless a 5th (or more) PMS colour has been contracted.**
- 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).
- 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

Halftone requirements: 150 screen

Two final size high-resolution colour proofs must be provided for press match.

Publisher is not responsible for reproduction of colour advertisements unless valid colour proofs are supplied.

Bleed fractional ads: type must be minimum 3/8" from trim.

Mechanical requirements: width x height

Full page live area: 7" x 10"

DPS live area: 15" x 10"

Full page trim size: 7 7/8" x 10 3/4"

DPS trim size: 15 3/4" x 10 3/4"

Full page bleed size: 8 1/8" x 11"

DPS bleed size: 16" x 11"

Units

	No bleed (width x height)	Bleed (width x height)
2/3 vertical	4 1/2 x 10	5 x 11
1/2 vertical	3 1/2 x 10	4 x 11
1/2 horizontal	7 x 4 7/8	8 1/8 x 5 1/4
1/3 vertical	2 1/4 x 10	2 11/16 x 11
1/3 horizontal	7 x 3 1/4	8 1/8 x 3 3/4
1/4 square	3 1/2 x 5	4 x 5 1/2
1/6 square	3 1/2 x 3 1/4	4 x 3 3/4

Printing Type: web offset **Binding:** perfect binding

Web advertising available upon request.

Send material/insertion orders to

Parkhurst c/o Parkhurst Exchange
Attention: Elaine Mackasey,
400 McGill Street, 3rd Floor
Montreal, QC, H2Y 2G1

Phone: (514) 397-8833 ex: 109

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