

Digital advertising specifications — Display advertising

Digital data is required for all display advertising submissions. The CMA accepts only formatting in [TIFF/IT-P1 for full-page ads](#) and [PDF format for full-page or fraction-page ads](#).

Proofs: A digital proof that matches the digital ad **must** be supplied. Acceptable colour proofs are Kodak Approval, Fuji Pictro and Dupont Waterproof. Proofs should include a colour bar, which has been digitally generated and meets SWOP specifications.

Media: 100MB Zip, CD-ROM or 88MB Syquest



If you have any questions, contact Clara Walker at
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