



# TECHNICAL INFORMATION 2025



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# Circulation environment



This documentation applies to the following platforms:

- Website (desktop and mobile versions)
- Print newspaper

La Source is available in both French and English, in digital and print formats.



Desktop and mobile



Newspaper



# Elements delivery



## SUBMISSION OF TECHNICAL MATERIALS

[info@thelasource.com](mailto:info@thelasource.com)

Materials must be submitted by separate email, with the following information clearly indicated:

- Insertion Order (IO) number
- Campaign name
- Publication dates
- URL(s) or tracking elements
- Ad format(s), e.g., 300x250\_message1, 728x90\_message2, etc.

A maximum of 3 rotating creatives per format is accepted.

## MAILING ADDRESS

La Source  
Denman Place – P.O. Box 47020  
Vancouver, BC V6G 3E9  
Canada

## SPECIFICATIONS FOR DIGITAL ADS (WEBSITE)

Accepted formats: JPEG, PNG, GIF, or HTML5

Maximum file size: 150 KB

Animation duration (if applicable): Maximum 15 seconds

Important: Automatic resizing is not guaranteed – a custom design should be provided for each ad format.

Delivery deadlines:

- Standard formats: at least 3 business days before publication
- Complex or custom formats: at least 5 business days

Any late or incomplete submission may result in uncompensated publishing errors.

## SPECIFICATIONS FOR PRINT ADS

Printing: Offset

Color mode: CMYK

Resolution: 300 dpi

Accepted file formats: PDF or TIFF

Compatibility: Acrobat 4 (PDF 1.3)

Ink coverage: maximum 240%

Do not embed ICC profiles

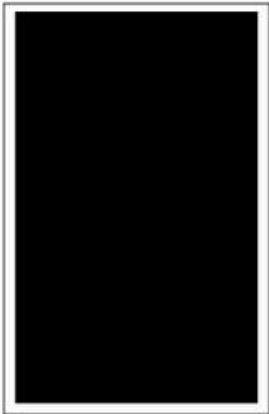
Safe margin: allow at least 10 mm between important elements and the edges

Double-page spreads: must be supplied as a single file

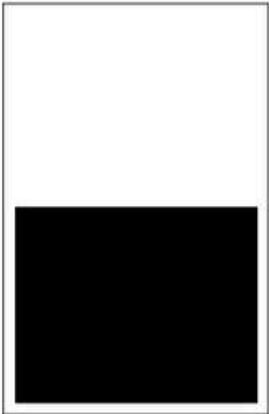
Delivery deadline:

- All materials must be submitted by Wednesday of the week before the 2 publication date (7 days in advance).

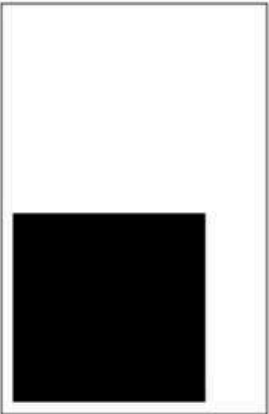
# Print advertising formats



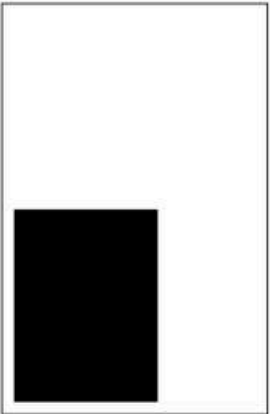
**FULL PAGE**  
10" W x 16.166" H



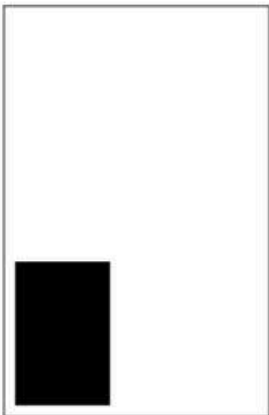
**HALF PAGE**  
10" W x 8.083" H OR  
5.9333" W x 16.166" H



**1/3 PAGE**  
7.9667" W x 7.8" H



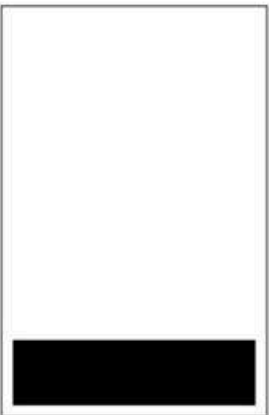
**1/4 PAGE**  
5.9333" W x 7.9667" H OR  
7.9667" W x 5.933" H



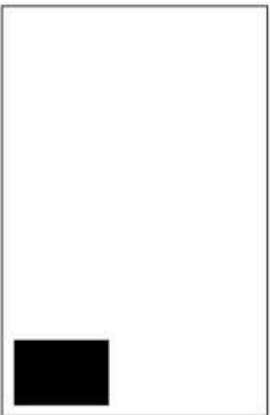
**1/6 PAGE**  
5.9333" W x 3.9" H OR  
3.9" W x 5.9333" W



**MODULE**  
5.9333" W x 2.694" H



**BANNER**  
10" W x 2.694" H



**BUSINESS CARD**  
3.95" W x 2.694" H

# Digital advertising formats



**MEGA BANNER  
(DESKTOP)**

970 X 250 pixels

**MEGA BANNER  
(TABLET)**

728 X 90 pixels

**MEGA BANNER  
(MOBILE)**

300 X 100 pixels

**SQUARE**

300 X 250  
pixels

300 X 600  
pixels

**HALF PAGE**

# Advertising file specifications



## **Mega banner (category A)**

This category includes:

- 2 placements on the homepage
- 2 placements on article and section pages
- Dimensions: For a responsive mega banner optimized for desktop, mobile, and tablet, please provide the following formats: 970×250, 728×90, 300×100

## **Half-page (category A)**

This category includes:

- 1 placement on the homepage
- 1 placement on section pages
- Dimension: 300×600

## **Square (category A)**

This category includes:

- 1 placement on the homepage
- 1 placement on section pages
- Dimension: 300×250

## **In-Content Box Ad (Category A)**

This category includes:

- 1 placement within articles (ad placed directly in the article content)
- Dimension: 300×250

# Legal notices and regulatory compliance



Advertisers are responsible for complying with Canadian and provincial advertising laws. La Source reserves the right to reject any content that does not meet current legal or ethical standards. Regulations may differ depending on whether the advertisement appears in print or digital format.

## FOR PRINT ADVERTISEMENTS

- **Official Languages:** Advertisements may be submitted in French, English, or bilingually. However, all content intended for the Francophone readership must be available in French.
- **"ADVERTISEMENT" Label:** Any content that resembles editorial material (advertorials, open letters, etc.) must include the label "ADVERTISEMENT" in capital letters, font size 12, placed at the top right.
- **Ethical Representation:** Visuals and messages must comply with the standards outlined in the Canadian Code of Advertising Standards. This includes respecting individuals, prohibiting misleading or discriminatory content, and honest representation of products/services.
- **Regulated Products:** Advertisements for alcohol, cannabis, or health products must comply with applicable federal and provincial laws.
- **Retouched Photographs:** La Source promotes transparency. Any significant retouching of a person's physical appearance in an advertisement may be disclosed.
- **Cultural Representation:** La Source values diversity and intercultural dialogue. We encourage inclusive advertising that respects cultural differences and avoids stereotypes. Any content deemed contrary to these values may be declined.

## FOR DIGITAL ADS (WEBSITE)

- **Languages:** The same principle applies—advertisements must be understandable in the language of the target audience (French or English).
- **Accessibility:** Digital content must be readable across screen formats (desktop and mobile). Visuals should be sharp, lightweight (recommended max 150 KB), and meet accessibility standards (e.g., sufficient contrast, legible text).
- **Native or Embedded Ads:** Any advertisement that resembles editorial content (e.g., sponsored article) must clearly display a label such as "Sponsored Content" or "Advertisement."
- **Privacy Compliance:** Tracking or redirection elements provided by the advertiser must comply with Canadian privacy laws, particularly the Personal Information Protection and Electronic Documents Act (PIPEDA).
- **Regulated Products:** As with print, advertisements for regulated products (e.g., alcohol, cannabis) must be appropriately targeted (legal age, geolocation) and comply with current online regulations.
- **Cultural Representation:** La Source values diversity and intercultural dialogue. We encourage inclusive advertising that respects cultural differences and avoids stereotypes. Any content deemed contrary to these values may be declined.

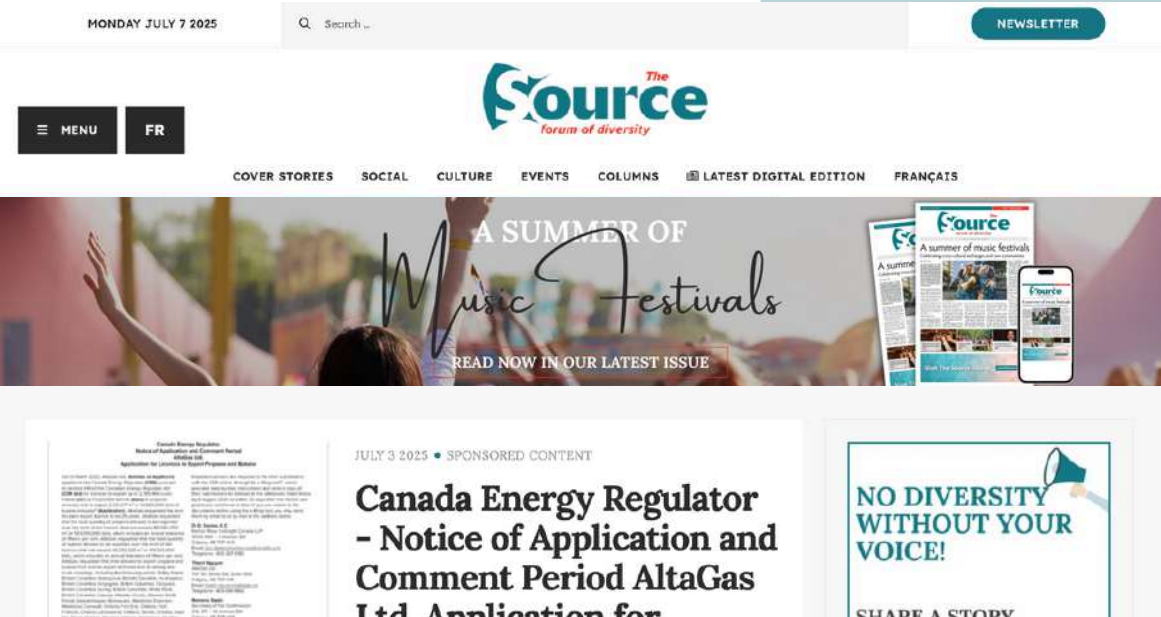


# Files dimensions



Advertising format	Dimension	File size	File type
Mega banner (desktop)	970x250	80 Kb	JPG, PNG, GIF
Mega banner (tablet)	728x90	50 Kb	JPG, PNG, GIF
Mega banner (mobile)	300x100	40 Kb	JPG, PNG, GIF
Square	300x250	50 Kb	JPG, PNG, GIF
In content ad box	300x250	50 Kb	JPG, PNG, GIF
Half-page	300x600	80 Kb	JPG, PNG, GIF

# Technical contact



info@thelasource.com