

ABERDEEN JOURNALS LTD.

Newspaper Advertising Technical Specification

STANDARD ADVERTISING COLUMN SIZES

FORMAT - TABLOID/COMPACT - (330mm deep)

No. of Columns	1	2	3	4	5	6	7	8
Display (mm)	34	71	109	146	184	221	259	-
Class (mm)	30	62	95	128	160	193	226	259

PREFERRED FORMAT

Adfast Internet Artwork Delivery Service

The use of Adobe Acrobat PDF files in many pre press workflows has resulted in an initiative from the Newspaper Society to provide a method of transmitting electronic advert artwork in this format.

The result of this initiative is Adfast, an internet artwork delivery service now being adopted by newspapers and advertising agencies as the preferred method for advert preparation and delivery.

Adfast is now the preferred method of advert artwork delivery for Aberdeen Journals Ltd. To learn more about Adfast look up their website on www.adfast.co.uk or phone the Adfast Helpline on **0870 742 0126**

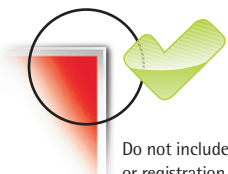


Aberdeen Journals do not support Microsoft Publisher formats. TIFF and JPEG formats should also be avoided (as completed advertisements) as text/graphics will be screened and 100% black will be converted to 4 process colours.

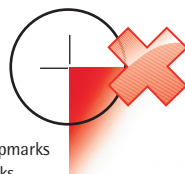


Our preferred format is Acrobat 4 (PDF version 1.3).

Please ensure saved or exported files for publication are Acrobat 4 (PDF version 1.3). This will avoid potential transparency problems and reduce the possibility of being rejected by Asura (our file-checking software).



Do not include cropmarks or registration marks. The finished advertisement should be sized slightly within the artboard.



Completed advertisements can also be supplied in EPS format from the software: QuarkXpress, Macromedia Freehand, Adobe Illustrator or InDesign. Other EPS types will only be accepted by prior arrangement with Aberdeen Journals.

Please Note: When supplying completed Macromedia Freehand EPS files - please ensure Bitmap PICT preview is switched on in the Preferences menu. Printer fonts should be embedded in the EPS file using Advert Delivery Software (ADS) or other software, such as Font-In. The agency supplying the file should notify us which software they have used. If they have used ADS or Font-In please place .fnt after the Unique Reference Number when identifying the advert(s). If the agency can't embed the fonts please supply the EPS of the Advert along with the Postscript Printer Fonts (we can only embed Type 1 Postscript Printer Fonts - no other font types can be used, e.g. True Type fonts). Where possible - text can also be converted to outlines or paths. This avoids the need to embed or supply fonts and does not effect the quality of the published file. File sizes may increase as a result.

Other formats will only be accepted by prior arrangement with Aberdeen Journals Ltd.

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DELIVERY OF EPS FILES

Customers may supply EPS artwork on CDs/DVDs. No other format will be accepted unless cleared by prior arrangement with Aberdeen Journals production department. We discourage the supply of complete finished ads in EPS format - if sending by email.



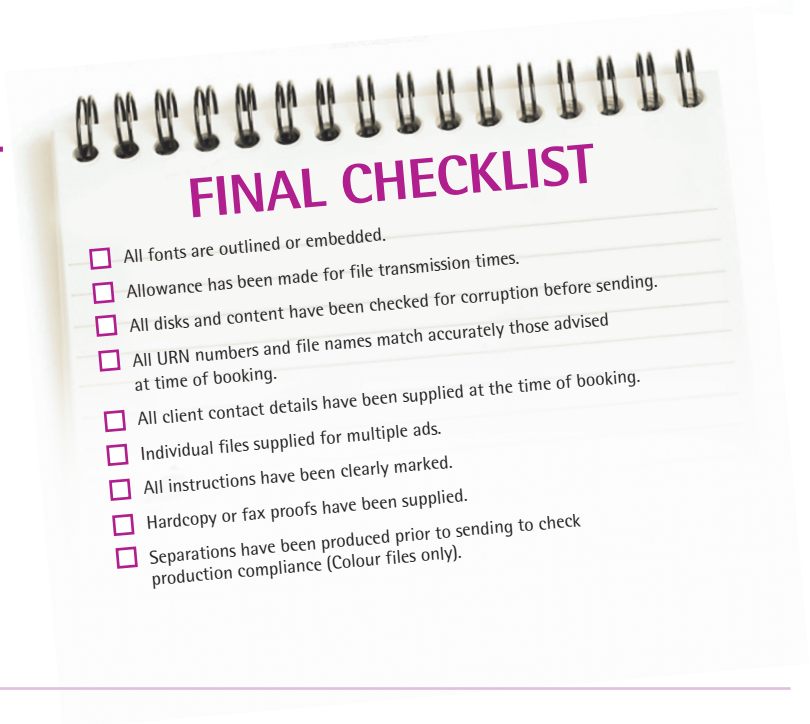
Individual text and logos may be supplied by email. Logos/graphics should be in RGB JPEG format and text files supplied in Word. N.B. Logo's and graphics should **not** be embedded in Word documents, they **must** be supplied separately. Scans and pictures should not be embedded in Word documents, they **must** also be supplied separately.

INCORRECT MATERIAL

Material not supplied correctly may be rejected.



Note: It is assumed that supplied material complies with our published specification and as a result may not be fully checked.



DEADLINES

For completed advertisements - 12 noon day prior to publication. For ads which have to be designed in-house 48 hours before publication day. Late delivery of material reduces the amount of time required to complete our checks. No compensation or responsibility will be assumed by Aberdeen Journals if the material is delivered beyond our published deadlines.



DESIGN ISSUES

Small type, particularly serifed type, reversed out of multi-coloured backgrounds will not reproduce satisfactorily and is not recommended. Four colour registration black is not to be used. All mono work should be represented as true mono not CMYK mono or registration black. Variations in registration will happen from time to time when printing on a high-speed newspaper press. As a result there is a possibility of mis-registration. Please ensure that text reversed out of multi-coloured backgrounds uses a sufficient point size and font weight characteristic to reproduce satisfactorily. When mixing pre-determined palette colours it should be possible to achieve the same hue and saturation from 3 rather than 4 process colours.

reproduce

Garamond Bold 10pt size

reproduce

Helvetica Bold 9pt size

Actual size

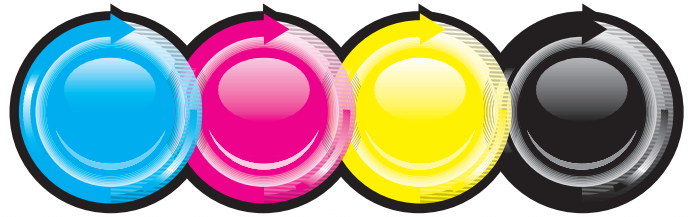


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DEFINING COLOURS

All colours used with the supplied EPS or PDF advert should be defined as CMYK process colours. Failure to do this is likely to result in advertisements appearing incorrectly. Pantone or spot colours must be converted to CMYK process colours. Avoid using the over-print function unless it is for graphics and text reproduced from 100% black or a tint of black.



SCANS AND GRAPHICS (Logos and pictures)

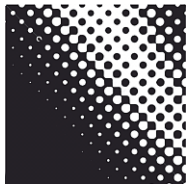
For pictures and logos in advertisements: All mono scans should be saved as JPEGs. All colour scans should be saved as CMYK JPEGs. Pictures should be colour-corrected for newspaper use - to take into account dot-gain when published.



SCAN RESOLUTION

Artwork should be scanned at a resolution which reflects both the enlargement or reduction from the original and the output resolution at which we print (100lpi). A basic formula for halftone originals can be used here which is: Scan Resolution = % Magnification (or reduction) of Original x Twice Output Resolution*

*In our case this value would be 200. **Pictures should be adjusted as 200dpi.** Following this simple formula will help keep the file sizes to the minimum.



DOT GAIN/INK COVER

Scans prepared for Aberdeen Journals publications should be altered to take into account an average of between 32-35% dot gain on our press. (The size of the dot of ink will increase by 32-35%, when printed onto newsprint by the press). Also, the maximum ink cover on our press, where four CMYK colours overlap, is 240%.

FAILURE TO TAKE THESE VALUES INTO ACCOUNT WILL RESULT IN POOR REPRODUCTION.

ADVERTISEMENTS THAT CARRY EDITORIAL (P&J)

Advertisements that carry editorial are subject to a number of restrictions. This is to differentiate the advertisement from editorial within our publication.

ADVERTISEMENT HEADING (P&J)

All advertisements that carry editorial must have the word 'ADVERTISEMENT' in capital letters. This should be placed at the top of the advertisement, outside the border or keyline and centred. This should be included in the total height of the advertisement, and not added to the final size.



The word 'ADVERTISEMENT' should be black, in a sans serif font such as Helvetica Regular or similar, and be no less than 12pt in size. If the advertisement is floating without a border, please add a 1pt black keyline to the top of the artwork. The word 'ADVERTISEMENT' should be placed above the keyline.

EDITORIAL FONT RESTRICTION (P&J)

Advertisements that carry editorial are subject to font restrictions. You cannot use a serif font for headlines and associated bodycopy. Only san-serif fonts may be used. Examples shown below are for illustrations purposes only.

SERIF FONTS

Bembo

Garamond

Rockwell

Times



SAN-SERIF FONTS

Franklin Gothic

Helvetica

Gill Sans

Stone Sans



FLOATING ADVERTISEMENTS (P&J)

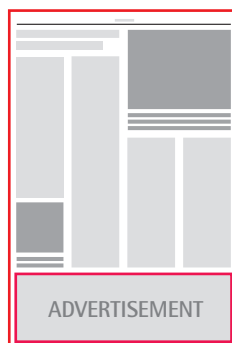
Advertisements that carry editorial, which include a floating or self-contained advertisement within the total ad-space, (clearly identifiable by a keyline or border), do not have font restrictions. You may use serif or san-serif font within this part of the artwork.

QUERIES

If you require further clarification - please ask the member of staff who manages your account to provide details.

PROOF REQUIRED

A copy of the advertisement should be supplied to Aberdeen Journals Limited at least a day prior to publication for authorisation by editorial.



Font restrictions apply to editorial.

Font restrictions do not apply to a floating or self-contained advertisement on a page which also carries editorial.



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QUICK RESPONSE (QR) CODES PRINTING GUIDELINES

SIZE

Minimum size of 15-25mm (equivalent of 350 pixels). **Must have an area of white space** surrounding the QR code (this should be the standard size as downloaded).

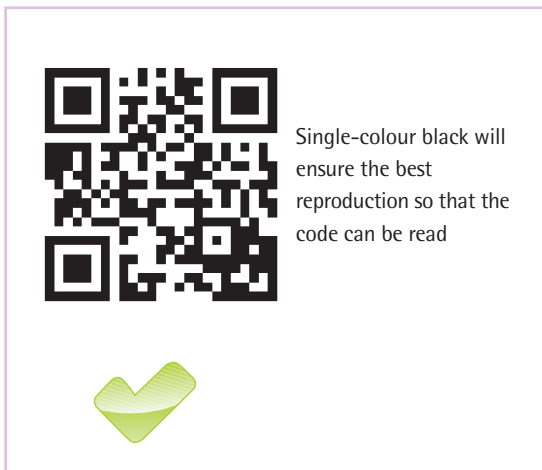
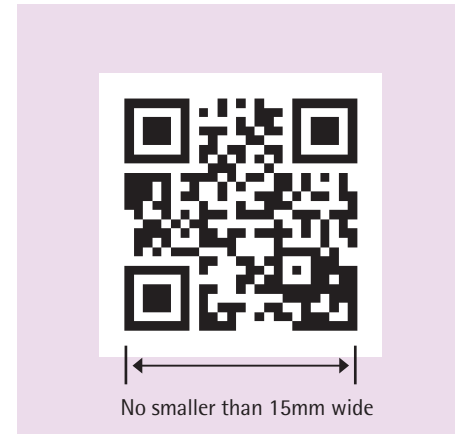
QUALITY:

300 dpi.

COLOUR:

The contrast difference between the dots and the background is key to reliability, so pale grey dots on a

white background will be difficult for some scanning devices to read and the code may not function



CONTACT

National Advertisement Administration queries:

Petra Hendry (The Press and Journal): **01224 343113** (Evening Express): **01224 343389**

Production queries: (Day) Bryan Hogg - **01224 343178**

Production queries: (Night) David Henderson - **01224 343178**

www.pressandjournal.co.uk **www.eveningexpress.co.uk**

www.aberdeencitizen.com **www.scot-ads.com**

www.pandjenergy.co.uk

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