

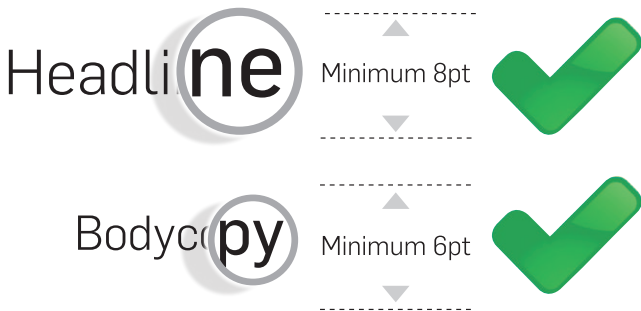
Public Notices Technical Specifications

When supplying completed adverts for publication in one of our newspapers, please take the time to look over these Do's and Don't's in how to ensure your advert will be most effective visually.

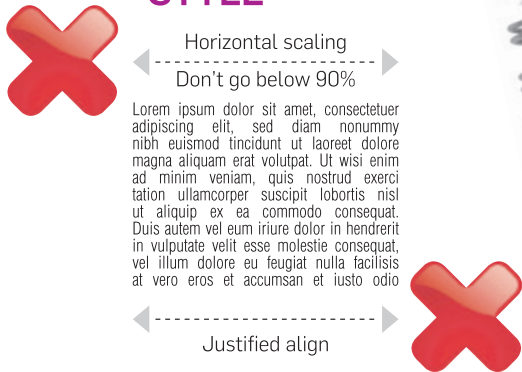


Please note: It is assumed that supplied material complies with our published specification and as a result may not be fully checked.

TEXT SIZE



PARAGRAPH STYLE



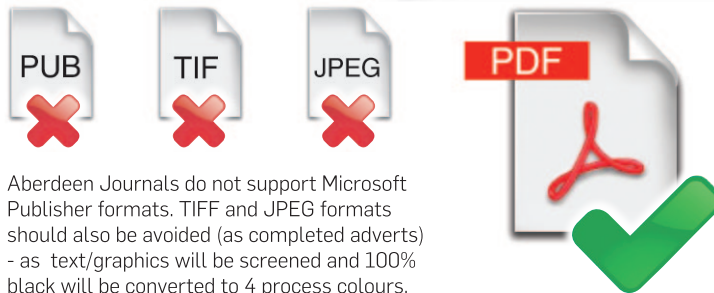
Do's

- Headline: Minimum of 8pt typeface in a bold weight
- Bodycopy: Minimum of 6pt typeface in a regular weight
- Horizontal scale: Maintain font integrity and don't reduce compress below 90%
- Sans-serif typefaces will provide optimum legibility at these sizes
- Choose align centre or left as opposed to justify

Don't's

- Lightweight typefaces that will not reproduce satisfactorily
- Type point sizes below our minimum font specification
- Reverse text from a solid background (8pt minimum from solid black)
- Justify text - it leaves uneven gaps between words

PREFERRED FILE FORMAT



Aberdeen Journals do not support Microsoft Publisher formats. TIFF and JPEG formats should also be avoided (as completed adverts) - 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).