

Newspaper Advertising Technical Specification

Standard Advertising Column Sizes

Format: Compact/Tabloid

Full Page: 335mm deep - **Half Page:** 165mm deep

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

Advert Artwork Delivery

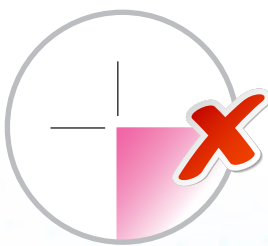
Adfast Internet Artwork Delivery Service (now called Qmuli)

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. Adfast (now called Qmuli) is the preferred method of advert artwork delivery for Aberdeen Journals Limited. If you want to learn more about Qmuli Adfast look up their website at www.adfast.co.uk or phone their helpline on: 0870 742 0126.



PDF is Preferred

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).



Please do not include cropmarks or registration marks.



Sending us other file formats

If you are unable to send your advert in PDF format then please contact us and make prior arrangements so we can accommodate your needs.

Typefaces

Please ensure typefaces are fully embedded or outlined in your PDF prior to sending.

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Colours

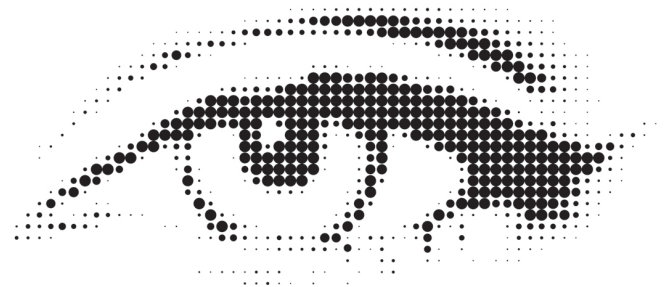
All colours used with the supplied advert should be defined as CMYK process colours. Pantone or spot colours must be converted to CMYK process colours.

Avoid using the over-print function unless it is for vector graphics and/or text reproduced from 100% black or a tint of 100% black.



Photos & Bitmap Graphics

For photographs and bitmap graphics (non vector artwork) in advertisements: all mono files should be saved as GRAYSCALE JPEGs. All colour files should be saved as CMYK JPEGs. Photographs in particular should be colour-corrected, for newspaper use, to take into account dot gain when published. See below.



Print Resolution

At the time of publishing, all photographs or bitmap graphics will be printed at 200dpi. All photos/bitmap graphics must be supplied at a resolution of no less than 200dpi at their final print size.

Dot Gain & Ink Cover

All artwork prepared for our newspaper publications should be altered to take into account an average of between 18-26% dot gain. The maximum ink cover on our press, where four CMYK colours overlap, should add up to no more than 240%.

Please note that failure to take these directions into account will most likely result in poor reproduction.

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Colour Management

[Click Here](#) to download the ICC colour profile for use with our newspapers.

Advertisements That Carry Editorial

All advertisements that carry editorial must have the words 'ADVERTISEMENT' in black capitals and in a sans serif font such as Helvetica Medium or similar. Text must be no less than 12pt in size. This should be placed at the top of the advertisement within the total artboard area. If the advertisement has no border, then use a (0.5pt) key-line across the top page and place the word 'ADVERTISEMENT' in the middle above it, again contained within the total artboard area.

ADVERTISEMENT **RE**  12pt Helvetica Medium in black



Queries

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

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Tabloid Poster Specifications

4 page tabloid with poster inside

Our 4 page tabloid includes front and back pages and a centre double spread when completely unfolded opens to a full poster on the backside.



4 Page Tabloid with Poster Sizes

Format: Tabloid

Single Page		Centre Spread	
Document size	270mm x 350mm	Document size	540mm x 350mm
Image area	250mm x 330mm	Image area	520mm x 330mm
Poster			
Document size	540mm x 700mm		
Image area	520mm x 680mm		

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Double Sided Poster Specifications

4 page foldout poster

When completely unfolded opens to 2 posters inside and outside.



Outside Poster



Inside Poster

Double Sided Poster Size

Format: 4 Fold Poster

Outside Page

Document size 540mm x 700mm

Image area 520mm x 680mm

Inside Page

Document size 540mm x 700mm

Image area 520mm x 680mm



All pages must be supplied as single PDF files including posters

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Deadlines

For completed advertisements, 2 days - prior to publication by 5pm.

Late delivery of material reduces the amount of time required to complete our checks. No compensation or responsibility will be assumed by Aberdeen Journals Limited if the material is delivered beyond our published deadlines.



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.

Final Checklist

- All fonts are outlined or embedded
- Allowance has been made for file transmission times
- File content as been pre-flight checked before sending
- URN numbers and file names match accurately with those advised at time of booking
- All client contact details have been supplied at the time of booking
- Individual files are supplied for multiple ad bookings
- All instructions have been clearly marked
- Hardcopy or email proofs have been supplied
- Colour separations checked

Reproduction Issues

Small type, particularly serifed type, reversed out of coloured backgrounds will not reproduce satisfactorily and is not recommended.

When printing on a high-speed newspaper press variation will happen. This means sometimes there is a possibility of mis-registration. Please ensure that text reversed out of coloured backgrounds uses a sufficient point size and font weight characteristic to reproduce satisfactorily. When mixing colours it should be possible to achieve a similar hue and saturation from 3 rather than 4 process colours.

Four colour registration black is not to be used. All mono work should be represented as true mono not CMYK mono or registration black.

reproduce

Serif font - minimum 10pt

reproduce

San-serif font - bold minimum 10pt
(not condensed/compressed)

A serif font will not reproduce satisfactorily at this size

Serif font Regular 8pt

For example:

C 90 M 35 Y 0 K 50

Example typefaces actual size

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QR Codes (Quick Response Code)

Size

Minimum size of 15mm. Must have an area of white space surrounding the QR code (we recommend at least 2mm all round).

Resolution

300dpi

Colour

The contrast between the dots and the background is key to reliability. Pale grey dots on a white background, for instance, will be difficult for some scanning devices to read and the code may not function properly.



QR codes on coloured backgrounds may cause misregistration when printed and also be difficult for devices to scan.



15mm
Smallest size



We strongly recommend black and white only QR Codes. This way they have better scanning reliability. Save them as GRAYSCALE JPEGs.

Contact

National Advertisement Administration queries:

Laura Youngson (The Press and Journal/Evening Express) **01224 343389**

Production queries:

Bryan Hogg **01224 343178**

www.pressandjournal.co.uk www.eveningexpress.co.uk www.scot-ads.com

www.energyvoice.com www.dctmedia.co.uk

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