

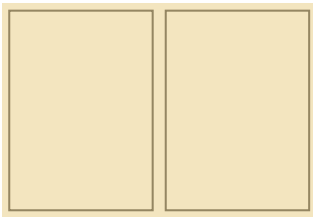
## TECHNICAL SPECIFICATION



### Full Page

Trim: H 335mm x W 269mm

Bleed: H 345mm x W 279mm

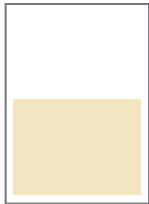


### Double Page Spread

Trim: H 335mm x W 538mm

Bleed: H 345mm x W 548mm

\*Must be supplied as one file - not separate files



### Half Page

H 155mm x W 249mm



# Standard advertising column sizes

Maximum page depth 315mm (no bleed)

Number of Columns	1	2	3	4	5	6
Display (mm)	37	79	122	164	206	249

## Preferred format

Adfast (Qmuli) is the preferred method of advert artwork delivery for your life. To learn more about Adfast go to [www.qmuli.com](http://www.qmuli.com) or phone the Adfast Helpline on **0207 278 4009**.

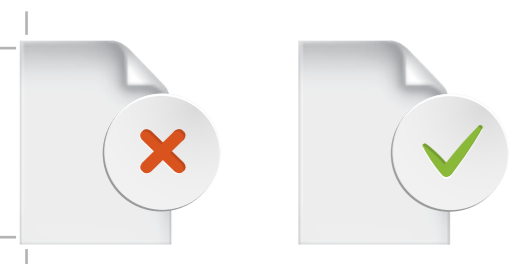


Aberdeen Journals do not support Microsoft Publisher formats. TIFF and JPEG formats should also be avoided (as completed advertisements) as text/graphics will be screened and 100% black will be converted to 4 process colours.



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).

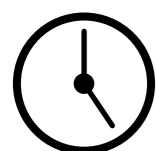


All advertisements including those with bleed should be supplied **without cropmarks** and sized exactly to the document bleed size.

**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



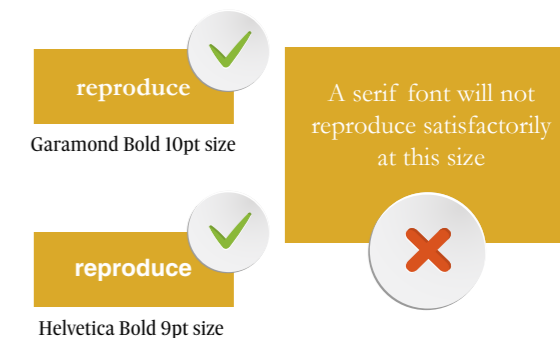
Artwork for publication must be received by **Monday at 5.00pm** for Saturday publication.



## Design issues

Small type, particularly serified 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.



## Defining colours

All colours used with the supplied 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 percentage of black.



## Colour profile

To download the ICC colour profile [click here](#)

## Scans and graphics

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 (120 lpi). 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 240. **Pictures should be adjusted as 240dpi.**

Following this simple formula will help keep the file sizes to the minimum.



# Quick response (QR) codes printing guidelines

## Size

Minimum size of 15-25mm (equivalent of 350 pixels), (this should be the standard size as downloaded).

## Quality

300dpi

## 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.



No smaller than 15mm wide



Single-colour black will ensure the best reproduction so that the code can be scanned.



QR codes placed on coloured backgrounds may cause misregistration when printed.



## Contact

National Advertisement Administration queries:

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Ad Operation (production) queries:

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**your  
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Updated: September 2020