

ARCHANT } HERTS & CAMBS

Advertisement Newspaper Specification January 2009



Archant Herts & Cambs requires all electronically supplied advertising files to be compatible with its system. These guidelines must be followed to ensure quality reproduction of digital material.

ACCEPTABLE FORMATS:

There are hundreds of different software packages available to produce artwork. However, technical and quality issues determine that we are only able to handle artwork in the following formats within our production department.

• Adobe Acrobat Distiller PDF version 1.3

(PDFs created with any other software cannot be guaranteed to work correctly). PDFs greater than 1.3 will be downsampled to 1.3. This may result in transparency not displaying as intended.

- EPS files with all fonts outlined
- Adfast

PROBLEM FORMATS:

- Quark documents
- Microsoft products: Word, Excel, Publisher and Power Point documents
- JPG files (type in this format may reproduce poorly)
- Anything which is not an EPS or PDF (as attached)

ACCEPTABLE DELIVERY:

AdFast (preferred method) www.adfast.co.uk
via e-mail (pdf only, size limit 3meg, not guaranteed delivery, may be delayed)
production.stevenage@archant.co.uk
CD/DVD (pdf only)

FONTS

• Fonts MUST be "embedded"

Under no circumstances will Archant Herts & Cambs download fonts onto their system (www.fast.org.uk). True Type fonts should NOT be used. Double-byte fonts with CID identity-H should NOT be used. Adobe InDesign will embed pictures and fonts. PLEASE DO NOT save as a PDF from this software as Archant Herts & Cambs cannot always guarantee the results. Save as EPS and make sure that all fonts are converted by choosing create outlines.

TYPESIZE: Minimum 5pt

ADOBE ACROBAT DISTILLER PDFs:

We accept Acrobat Distiller PDFs. Ensure that the "Job Options" is selected from one of the higher quality settings (High Quality, Press Quality or similar) within Distiller, that all fonts are embedded, colour is unchanged and that the resolution is 1270 dpi.

COLOURS AND INKS

• Only CMYK colours to be used

Any RGB files submitted with artwork may not separate correctly when processed.
Pictures must be scanned with a screen ruling of 100 lpi.
Picture resolution 200 dpi
Dot shape round
Screen angles Cyan 75° Magenta 45° Yellow 0° Black 15°

FILE NAMING:

Please ensure that the file is clearly labelled with our URN (Unique Reference Number).

ADDITIONAL INFORMATION:

Archant Herts & Cambs will not, under normal circumstances alter or amend any electronically submitted advertisements - any changes/alterations must be made by agencies and re-submitted.

PAGE SIZE:

Page depth is 340mm

except . . .

Welwyn Times Property & Herts Ad Property 330mm
DPS is 558mm wide (24mm gutter)

COLUMN

1 Column = 27mm

WIDTHS:

2 Column = 57mm

3 Column = 87mm

4 Column = 117mm

5 Column = 147mm

6 Column = 177mm

7 Column = 207mm

8 Column = 237mm

9 Column = 267mm

Contacts:

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Address: The Comet, Bank House, Primett Road, Stevenage, Herts SG1 3EE

Archant Herts & Cambs cannot be held responsible for errors, omissions or missed advertisements as a result of technological incompatibilities.

Thank you for your co-operation in producing trouble free quality advertising.