Newsquest York
Technical specifications

Delivery

- Email. Only one attachment per email. Confirm email address with sales representative.
- ADFAST. Secure web-based file transfer. PDF format with all fonts embedded. Acrobat options are available at www.adfast.co.uk

Late delivery

- No compensation or responsibility will be assumed by APN if material is delivered beyond published deadlines.
- Always make allowance for file transmission or delivery times.

Acceptable formats and media

- **EPS files.**

All fonts embedded. All graphics embedded.
Level 1 or 2 Postscript only.

- **Adobe Acrobat PDF files.**

Version 1.3
Do not subset fonts.
Do not apply security or protection of any type.
Do not use Object Level Compression in Acrobat 6.0.

Press ready

- Adverts will not be changed by Newsquest.
- All adverts supplied press ready will be assumed correct to Newsquest published specifications.
- Clear reproduction of supplied advertising will rely on the correct production specifications being followed.
- Incorrectly sized material may be scaled to fit the booked space.
- No compensation or resonsibility will be assumed by Newsquest if material supplied does not conform to specifications.

Fonts

- The supply of fonts with jobs is illegal.
- Newsquest does not accept supplied fonts under any circumstances.
- All fonts must be embedded in the files delivered.
- Alternatively text can be converted to paths.
- Fonts that are not embedded may be substituted with default fonts.
- Newsquest takes no responsibility for fonts which default when not embedded.
- Use only Type 1 Postscript fonts.
- The use of other font types may produce unexpected results.

Type specifications

- Text reversed in multi-coloured work should not be below 12pt sans serif.
- Avoid fine or small 4-colour type, it will not reproduce well.
- Small reversed type with fine serifs should be avoided at all times.
- Minimum size should be 8 points in a bold face, sans serif.

Overprinting

Where type or rules are overprinted on a tint background, it is recommended that the background has a tonal value of less than 25%

Registration

Variations in registration will happen from time to time when printing on a high speed newspaper press, this should be considered when designing your ad.

Process colour

Cyan (C) Magenta (M) Yellow (Y) Black (K)

Dot

- Dot gain is 32% in the 50% dot area.
- Anything greater than 80% will print solid.
- Max of 75% in shadow.
- Highlights set at 5% with 0% for catchlights.
- Single solid colours not intended to print solid are not to exceed 75%.

Resolutions

- Line-art 1200 dpi. • Colour/mono 300 dpi.

Mono

- All mono work should be represented as true mono, or greyscale.
- Laser proofs not acceptable for scanning as press ready copy.

Colour conversion

Grey component Replacement (GCR) is used.

Client checks

- Job area to match booked size.
- Ensure that no important elements of your material extend beyond the live art area as trimming variations may occur.
- All electronic files contain a screen preview.
- No embedded colour profiles.
- Clear instructions are to be supplied.
- All elements are to be clearly identified with the associated job, with publication dates & relevant information.
- Key numbers and file names should be concise and unique for each booking.
- Email subject headings must contain clientname, publication, run date and advertisement size.
- Replacement material should be clearly marked by sending the file name with the URN number and version 2 (ex. URN version2.pdf).

COLUMN WIDTHS			
Cols	mm	Cols	mm
1	27	7	201
2	56	8	230
3	85	9	259
4	114	10	288
5	143	11	317
6	172	12	349
Tabloid 32 x 9		Broadsheet 54 x 12	