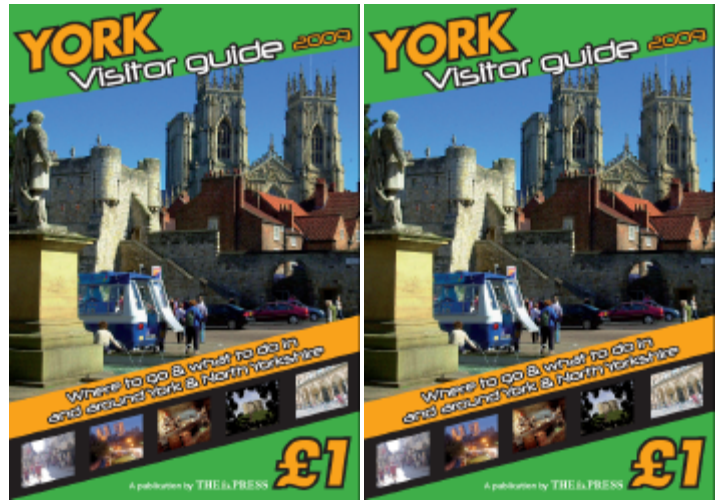


York Visitor Guide 2010



Annual Visitor Guide

Our best packages available for you

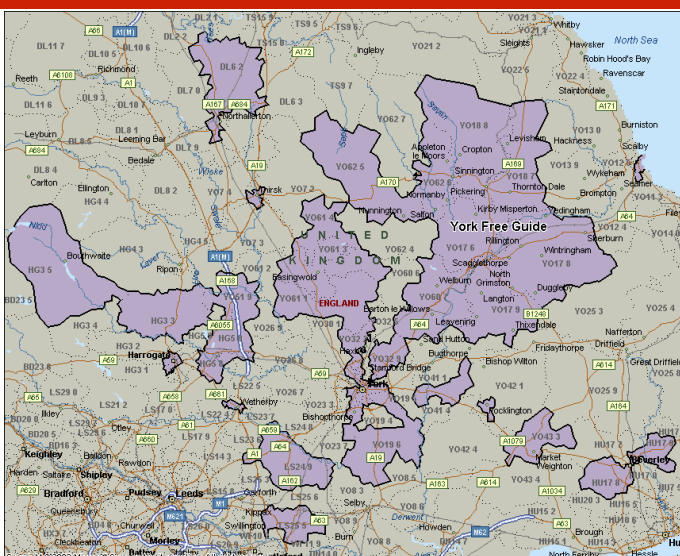
The Annual Visitor Guide is a full colour free pick up yearly A4 publication, with a circulation of 10,000, charged at £1 per copy, where applicable, which ensures readers are interested in the publication as they are paying for it so your advertisement is appearing in front of interested readers. Where it is available free, readers are interested as they are tourists stopping in hotels and visiting tourist information centres.

It has a good mix of advertising and listings. The key benefits of this product are that it is paid, has a long retention value and is available in places where tourists visit.

Distribution

10,000 copies are available in Hotels, Newsagents, Shops, Tourist Information Centres and Garages across York. It is also uploaded onto newsquestyork.co.uk, our online guide viewer

Distribution map



Size	Rates (£, not inc VAT)			
	1 Insert	1 FG & AG (5% disc)	2 FG & AG (10% disc)	3 FG & AG (15% disc)
Full Page	£560	£532	£504	£476
Half Page	£300	£285	£270	£255
1/4 page	£195	£185	£176	£167
1/8 Page	£95	£90	£85	£81
1/16 Page	£55	£52	£49	£46
Inside back cover	£600	£570	£542	£514
Inside front cover	£600	£570	£542	£514
Sponsorship	£800	£760	£722	£685

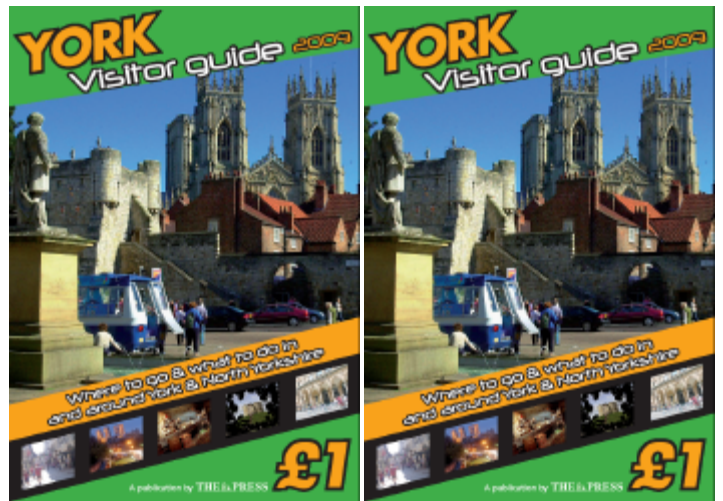
Dates

Issue	Booking & Copy deadline	Proof deadline	Distribution date
Annual	Thursday 11 th March	Tuesday 16 th March	Monday 29 th March

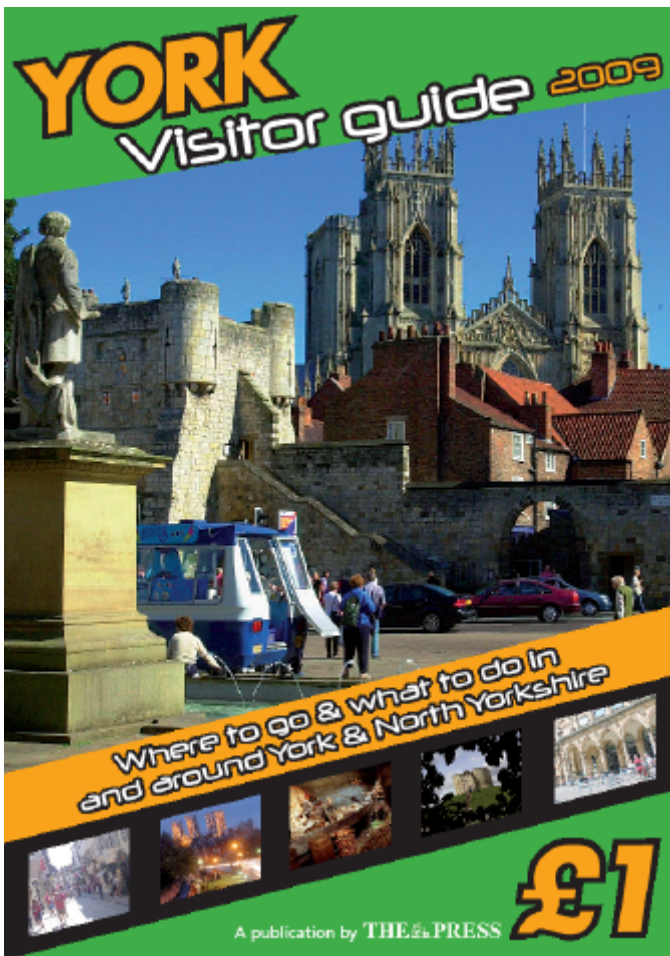
Contact the Entertainments team on
01904 653051 or email
entertainments@thepress.co.uk
 to help you with all your advertising needs



York Visitor Guide 2010



How does it look?



Mechanical Data

- Format: Stitch and trim
- Full page: 270mm x 190mm
- Half page vertical: 132mm x 190mm
- Half page horizontal: 270mm x 93mm
- Quarter page: 132mm x 93mm
- Eighth page: 64mm x 93mm
- Sixteenth page: 31mm x 93mm

Technical Specification

Delivery

- **Email** Only one attachment per email.
- **ADFAST** Secure web-based. PDF format with embedded fonts.

Acceptable formats and media

- **EPS files** Fonts and graphics embedded. Level 1 or 2 Postscript
- **PDF files** Version 1.3 *Do not* subset fonts / apply security or protection of any type / use Object Level Compression in Acrobat 6

Fonts

- Newsquest does not accept supplied fonts
- Fonts that are not embedded may be substituted with defaults
- Use only Type 1 Postscript fonts

Type specifications

- Text reversed in multi-colour shouldn't be below 12pt sans serif
- Minimum size should be 8 points in a bold face, sans serif

Overprinting

- Backgrounds should have a tonal value of less than 25%

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.

Resolutions

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