



## SPECIFICATION FOR ELECTRONIC ARTWORK

JULY 2009

**NOTE: NEW PAGE SIZE AND COLUMN WIDTHS**

### WORCESTER DIVISION ADVERTS

#### 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:

- **AdFast delivered PDF files**
- **Adobe Acrobat PDF with all fonts embedded**  
*Ensure that the 'Job Options' is selected to 'Print Optimised' within Distiller, that all fonts are embedded and that the resolution is 1200dpi. Fast Web Viewer must be switched OFF*
- **EPS files with all fonts embedded.**  
*All fonts must be converted to curves/paths.*
- **ADS file (Artwork Delivery System)**
- **Hi-Res JPGs**  
*720dpi+ for monochrome/text images, ensure that the file is saved as 'Baseline'*

#### UNACCEPTABLE FORMATS:

- *Quark documents*
- *InDesign documents*
- *Word documents*
- *Excel documents*
- *Microsoft Publisher documents*
- *PowerPoint documents*
- *Low resolution JPG files*

#### ACCEPTABLE DELIVERY:

**A.D.S. / I.S.D.N. (01905) 420404 / 429689 / 749145**

**E-mail: [prepress@midlands.newsquest.co.uk](mailto:prepress@midlands.newsquest.co.uk)**

*(only for complete ads to the specification above, Word documents etc are not acceptable)*

**AdFast: [www.adfast.co.uk](http://www.adfast.co.uk)**

Berrows Worcester Journal, Evesham Journal Series, Hereford Times, Ludlow Advertiser, Malvern Gazette, Ledbury Reporter and Worcester News

**Please use the Pre-Flight Settings function to ensure that your artwork is to the correct specification.**

## **ALSO ACCEPTED**

CD-ROM (PC or Mac), ZIP DISK (PC or Mac), Floppy Disk (PC or Mac)

## **ADDITIONAL INFORMATION:**

To ensure that no unnecessary errors are produced, Newsquest require artwork which is supplied to be in the following format:

### **One file for the complete advert.**

Submitted Quark documents with .tifs, fonts etc will not be worked upon. Please ensure that the .eps is clearly labelled with either our URN or advertiser name. If supplying folders please ensure only the file required are included - do not include individual components, scans, fonts etc as they cannot be used and can cause confusion when moving the advert onto our system.

### **Please ensure that the file is the size of the advert, with no white space surround or slug lines.**

### **All fonts must be converted to curves/paths.**

If this is not strictly adhered to, text will appear in 'Courier' typeface when output. Under no circumstances will Newsquest download fonts onto their system.

### **All pictures must be embedded**

If this is not strictly adhered to, the pictures will appear, at best, as low resolution when output. Newsquest's computer system will error if a picture is missing and may not output the page on which the artwork is present.

### **Fonts and Pictures**

QuarkXpress EPS will embed pictures but does not convert fonts to curves/paths.

Adobe Illustrator will import a QuarkXpress EPS and allow fonts to be converted.

Freehand v7.0 upwards allows pictures to be embedded and fonts to be converted. Ensure that the 'Convert Font to Curves' option is checked when Exporting as an EPS/PDF.

Earlier versions of Freehand do not support embedding of pictures.

CorelDraw automatically embeds pictures and allows fonts to be converted.

Hi-resolution JPEG or TIF files - 250 dots per inch (dpi) or above for colour or greyscale images (please be aware that text in this format will be of low clarity)

750 dpi to 1200 dpi for monotone / line art images and text documents

### **TRUE TYPE AND CID FONTS SHOULD NOT BE USED**

### **Adobe Acrobat PDFs**

We accept Acrobat PDFs. Ensure that the 'Job Options' is selected to 'Print Optimized' within Distiller, that all fonts are embedded and that resolution is 1200dpi.

### **TRUE TYPE AND CID FONTS SHOULD NOT BE USED** **ENSURE THAT 'FAST WEB VIEW' IS SWITCHED OFF**

## **ADDITIONAL INFORMATION**

Newsquest will not under any circumstances alter or amend any ADS/ISDN adverts - any changes must be made by agencies and re-submitted.

Halftones - 85 lines per inch/34 lines per cm.  
Dot gain - 35% & 5% at 50% tint.

### **PAPER CODES AND DEADLINES**

Adverts are accepted for all the following publications, please use the relevant paper code as follows

Paper Code	Publication	Electronic Copy Deadline
BJ	Berrows Worcester Journal	11.00 Wednesday
EJ	Evesham Journal	10.00 Wednesday
HT	Hereford Times	17.00 Tuesday
HT	Hereford Times Motors/Property	14.00 Tuesday
LA	Ludlow Advertiser	17.00 Tuesday
MG	Malvern Gazette	17.00 Wednesday
WN	Worcester News	11.00 Day Previous
WN	Worcester News Sits Vac	14.00 Tuesday
WP	Worcester News Property	17.00 Monday

These deadlines must be adhered to. Late copy cannot always be processed as this can jeopardise later publications. We reserve the right to use filler/repeat adverts which will be charged to agencies/customers.

### **COLUMN WIDTHS**

1 - 27mm; 2 - 56mm; 3 - 85mm; 4 - 114mm; 5 - 143mm; 6 - 172mm;  
7 - 201mm; 8 - 230mm; 9 - 259mm

Page depth- 320mm

### **PRINT AREA**

Page 320x259mm

DPS 320x546mm

### **SCREEN RULING**

100# per inch (40# per centimetre) round dot.

### **DOT GAIN**

Allow for

- 35%  $\pm$ 5% dot gain at 50% tint
- 20%  $\pm$ 3% dot gain at 75% tint

### **PRESS DENSITIES**

- C 0.8 ( $\pm$ 0.05)
- M 0.8 ( $\pm$ 0.05)
- Y 0.7 ( $\pm$ 0.05)
- K 1.1 ( $\pm$ 0.05)

### **CONTACTS**

If you have any enquiries about electronic artwork, please contact the following:

Clive Message (Pre-Press Manager) 01905 742321

e-mail: [prepress@midlands.newsquest.co.uk](mailto:prepress@midlands.newsquest.co.uk)