

Newspaper Advertising Technical Specification

THE COURIER

Evening Telegraph

The Press and Journal

EveningExpress

SUNDAYPOST

Standard Advertising Column Sizes

Full Page: 335mm deep - **Half Page:** 165mm deep

No. of Columns	1	2	3	4	5	6	7	8
Display/ROP	39	83	127	171	215	259	-	-
Display/ROP Sunday Post Only	34	71	109	146	184	221	259	-
Classified	30	62	95	128	160	193	226	259

Newspapers



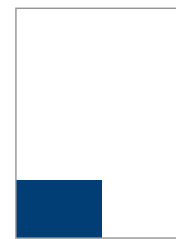
Full Page
335mm(H) x 259mm(W)



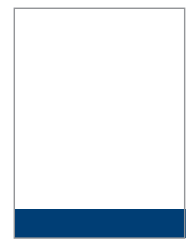
Half Page
165mm(H) x 259mm(W)



Quarter Page
165mm(H) x 127mm(W)



Eighth Page
80mm(H) x 127mm(W)



Strip
40mm(H) x 259mm(W)

Magloids

(Except Sunday Post
P.S. Magazine)

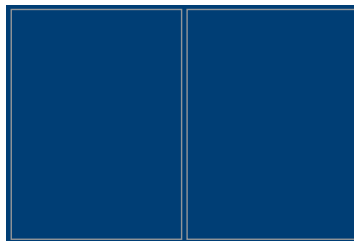
Full Page: 315mm deep (unless supplied at bleed size) - **Half Page:** 155mm deep

No. of Columns	1	2	3	4	5	6
Display/ROP	37	79	122	164	206	249

NOTE: Bleed file dimensions already include 5mm bleed margin all round for full page bleed and DPS bleed only



Full Page Bleed
345mm(H) x 279mm(W)



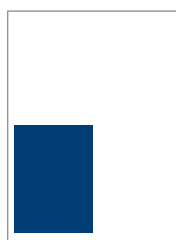
DPS Bleed
345mm(H) x 548mm(W)
*Must be supplied as single file



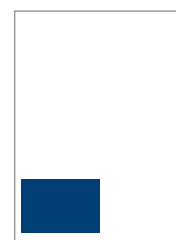
Full Page (type only size)
315mm(H) x 249mm(W)



Half Page
155mm(H) x 249mm(W)



Quarter Page
155mm(H) x 122mm(W)



Eighth Page
75mm(H) x 122mm(W)

Other Advert Sizes

- Stock pages - P&J and Courier - downpage advert: 40mm(H) x 200mm(W)
- TV slots - The Press and Journal, The Courier, Evening Telegraph and Evening Express (main paper only)
 - Single column advert: 49mm(H) x 53mm(W)
 - Double column advert: 49mm(H) x 109mm(W)
 - RHP image placeholder advert: 57mm(H) x 72mm(W)
- Puzzle page P&J: 23mm(H) x 143mm(W)
- Courier and P&J weather sponsorship position: 17mm(H) x 128mm(W)

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Mini Magloids

(All newspaper publications and stand-alone titles)

NOTE: Bleed file dimensions already include 5mm bleed margin all round for full page bleed and DPS bleed only



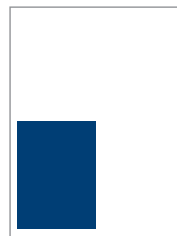
Full Page Bleed
294mm(H) x 246mm(W)



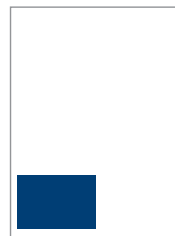
DPS Bleed
294mm(H) x 482mm(W)
*Must be supplied as single file



Half Page
126mm(H) x 216mm(W)



Quarter Page
126mm(H) x 106mm(W)



Eighth Page
61mm(H) x 106mm(W)

Advert Artwork Delivery

Adfast Internet Artwork Delivery Service (now called Qmuli)

The use of Adobe Acrobat PDF files in many pre-press workflows has resulted in an initiative from the Newspaper Society to provide a method of transmitting electronic advert artwork in this format. Adfast (now called Qmuli) is the preferred method of advert artwork delivery by DC Thomson.

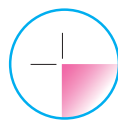
Further info on Qmuli Adfast can be found at www.adfast.com or phone their helpline on: **0207 278 4009**

PDF is Preferred



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).

Page Furniture



Do not include crop or registration marks.

Sending other file formats

If you are unable to send your advert in PDF format then please contact us and make prior arrangements so we can accommodate your needs.

Fonts



Ensure fonts are embedded or outlined in your PDF prior to sending.

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Colour Format



All colours used with the supplied advert should be defined as CMYK process colours. Pantone or spot colours must be converted to CMYK process colours. Avoid using the over-print function unless it is for vector graphics and/or text reproduced from 100% black or a tint of 100% black.

Photos & Bitmap Graphics

For photographs and Bitmap graphics (non vector artwork) in advertisements: all mono files should be saved as GRAYSCALE JPEGs. Bitmap images should be 600dpi. All colour files should be saved as CMYK JPEGs. Photographs in particular should be colour-corrected, for newspaper use, to take into account dot gain when published. See below.

Colour Management

The ICC colour profile for use with our newspapers can be downloaded [Here](#)

Print 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 formula will help keep the file sizes to the minimum.

Dot Gain & Ink Cover

All artwork prepared for DC Thomson publications should be altered to take into account an average of between 18-26% dot gain. The maximum ink cover on our press, where four CMYK colours overlap, **it should not add up to more than 240%** combined ink coverage.

Advertisements that carry editorial

Advertisements that carry editorial are subject to a number of restrictions. This is to differentiate the advertisement from editorial within our publications.

All advertisements that carry editorial must have the words 'ADVERTISEMENT' in black capitals and in a sans serif font such as Helvetica Medium or similar. Text must be no less than 10pt in size. This should be placed at the top of the advertisement, inside the border and be clearly visible. If the advertisement is floating without a border, please ensure the word 'ADVERTISEMENT' is within the ad type-size area.

Queries

If you require further information - please contact the member of the team who manages your account to provide details.

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Tabloid Poster Specifications

4 page tabloid with poster inside.
Our 4 page tabloid includes front and back pages and a centre double spread when completely unfolded opens to a full poster on the inside.

Tabloid Cover (Folded)



Centre Spread



Front and Back Pages



Inside Poster

4 Page Tabloid with Poster Sizes

Format: Tabloid

Single Page

Document size **350mm x 270mm**
Image area **330mm x 250mm**

Centre Spread

Document size **350mm x 540mm**
Image area **330mm x 520mm**

Poster

Document size **700mm x 540mm**
Image area **680mm x 520mm**

Double Sided Poster Specifications

4 page foldout poster
When completely unfolded opens to 2 posters inside and outside.



Outside Poster



Inside Poster

Double Sided Poster Size

Format: 4 Fold Poster

Outside Page

Document size **700mm x 540mm**
Image area **680mm x 520mm**

Inside Page

Document size **700mm x 540mm**
Image area **680mm x 520mm**

NOTE

All pages must be supplied as single PDF files including posters

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Deadlines

For completed advertisements, 2 days - prior to publication by 5.00pm.

Classified deadlines: 1.00pm Dundee and 3.00pm Aberdeen.

Late delivery of material reduces the amount of time required to complete our checks.

No compensation or responsibility will be assumed by DC Thomson if the material is delivered beyond our published deadlines.

Incorrect Material

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.

Final Checklist

- **File content has been pre-flight checked before sending**
- **URN numbers and file names match accurately with those advised at time of booking**
- **All client contact details have been supplied at the time of booking**
- **Individual files are supplied for multiple ad bookings**
- **All instructions have been clearly marked**
- **Hardcopy or email proofs have been supplied**
- **Colour separations checked**

Reproduction Issues

Small type, particularly serified type, reversed out of coloured backgrounds will not reproduce satisfactorily. **Minimum of 10pt recommended.**

To avoid mis-registration, please ensure that text reversed out of coloured backgrounds uses a sufficient point size and font weight characteristic to reproduce satisfactorily. When mixing colours it should be possible to achieve a similar hue and saturation from 3 rather than 4 process colours.

Four colour registration black is not to be used. All mono work should be represented as true mono not CMYK mono or registration black.

QR Codes



Size

Minimum size of 15mm. Must have area of white space surrounding the QR code (we recommend at least 2mm all round).

Resolution 300dpi

Colour

The contrast between the dots and the background is key to reliability. Recommend black dots on white background for scanning devices to read the code properly.

Format

Grayscale JPEG.

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Contact

THE COURIER

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EVENING TELEGRAPH

THE SUNDAY POST

Hilary Cunningham **01382 575121**

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THE PRESS AND JOURNAL

EVENING EXPRESS

Laura Youngson **01224 343389**

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PRODUCTION AD OPERATIONS

David Henderson **01224 343110**

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www.thecourier.co.uk

www.eveningtelegraph.co.uk

www.pressandjournal.co.uk

www.eveningexpress.co.uk

www.thesundaypost.co.uk

www.energyvoice.com

www.dctmedia.co.uk