

# ENERGY VOICE

Leading the global energy conversation

PRINT TECHNICAL SPECIFICATIONS 2024

# ADVERTISING DIMENSIONS

The Press and Journal's Energy Voice supplement leads the way in providing the UK and international energy industry with news on a range of latest topics, plus extensive coverage of global events and exhibitions. Its unbiased journalistic approach has earned it an unparalleled reputation.

Published on the first Monday of every month, Energy Voice provides an unique opportunity to reach key business decision makers in this industry.



- Production: Coldset magloid format, stiched and trimmed.
- Paper stock: 52gsm improved newsprint



### Full page

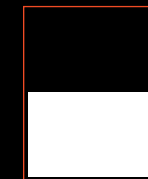
Trim: H 335mm x W 269mm  
Bleed: H 345mm x W 279mm



### Double page spread

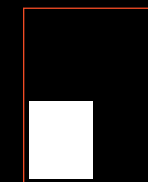
Trim: H 335mm x W 538mm  
Bleed: H 345mm x W 548mm

(Must be supplied as one file - not separate pages)



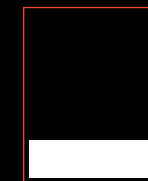
### Half page

H 155mm x W 249mm



### Quarter page

H 155mm x W 122mm



### 5x6 front page strip

H 50mm x W 249mm

### 6x6 front page strip

H 60mm x W 249mm

## COLUMN WIDTHS

Columns	1	2	3	4	5	6
Display (mm)	37	79	122	164	206	249

Page Depth: 315mm    Half Page Depth: 155mm

## PREFERRED PDF FORMAT

### Our preferred format is Acrobat 4 (PDF version 1.3)

Please ensure saved or exported files for publication are Acrobat 4 (PDF version 1.3) with all fonts embedded. This PDF version will avoid potential transparency problems and reduce the possibility of being rejected by Asura (our file-checking software).

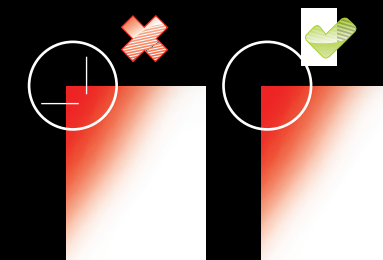


Energy does not support Microsoft Publisher formats. TIFF and JPEG completed file formats should be avoided as text/graphics will be screened and black will be converted to 4 process colours.

## SENDING ARTWORK

Hi-res PDFs can be transferred to us via our online adverts submission website: <http://ads.ajl.co.uk>

New users please fill a out new member profile form (found online). All adverts must be supplied with a valid order number or URN naming convention.



All advertisements for publication including those with bleed should be supplied **without crop marks** and sized exactly to the artboard.

## DEADLINES

The deadline for receipt of all advertisements is **Tuesday at 12 noon** the week before publication. Energy Voice is published on the first Monday of every month.

## DEFINING COLOURS

All colours used with the supplied EPS or PDF advert should be defined as CMYK process colours. Failure to do this is likely to result in advertisements appearing incorrectly. Pantone or spot colours must be converted to CMYK process colours. Avoid using the over-print function unless it is for graphics and text reproduced from 100% black or a percentage of black.

## 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, should add up to no more than 240%.

## SCAN 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 (120lpi). 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 simple formula will help keep the file sizes to the minimum.

## COLOUR MANAGEMENT

[Click here](#) to download the ICC colour profile for use with Energy Voice.

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