

COPY

A hard copy of the finished artwork must be submitted to Surrey & Berkshire Newspapers before the deadline for each publication (This applies to all electronic artwork)

FAX: 0118 9568801

It is preferable that all artwork is supplied electronically for reproduction purposes.

The Surrey Advertiser cannot be held responsible for advertisements received electronically, being incorrectly published if all the procedures are not followed, moreover we will charge for space booked if an advert has to be filled due to non receipt or incorrect format

ISDN NUMBER 0118 9566422 ☎ 0118 9183000 extn. 2224

DATA TRANSMISSION

SOFTWARE

All data should be sent in ADS format. The level of software in use at Surrey & Berkshire Newspapers is 5.1. All data should have the URN supplied by the Sales Dept as the file name. In addition the electronic docket should be completed.

All adverts must have correct PC preview depicting advert (Not obscure)

FILE SIZES

File sizes should be kept to a minimum. Pictures should be cropped to size at 180dpi and the document should be the exact size of the advertisement.

COLOUR HALFTONES

Produced in Photoshop must be converted from RGB to CMYK images before saving

COLOUR PALETTE

All spot Pantone colours must be converted to Process CMYK equivalents.

FONT ENCRYPTION

We prefer the use of ADS (Artwork Delivery System) software which allows printer fonts to be encrypted into an EPS file. The URN must be included as the file name. However by prior arrangement we may be able to accept Jaz, Zip, CD or floppy disk, but we will NOT accept fonts within advertisements that are not embedded as this contravenes Section 24 of the Copyright, Designs and Patents Act of 1988. We reserve the right to alter any supplied artwork if any technical problems are encountered, but keeping as close to the original as possible. With files produced in Adobe Illustrator, Quark 4 and Freehand the fonts may be outlined and the file saved as an EPS. The application 'Font In' may be used. We can accept PDF's.

We will not accept adverts saved from Photoshop as JPEGs as any text will split for all four colours.

EMAIL

All adverts sent via email must comply with the above requests.

ADFAST

We can accept adverts via Adfast in either PDF or ADX format.

TECHNICAL DATA

PAGE DIMENSIONS

Broadsheet page type area

560mm depth x 347mm width

Tabloid page type area

350mm depth x 277mm width

Centre spread tabloid

350mm depth x 570mm width

COLUMN WIDTHS (IN MM)

1 Column	.32
2 Column	.67
3 Column	.102
4 Column	.137
5 Column	.172
6 Column	.207
7 Column	.242
8 Column	.277
9 Column	.312
10 Column	.347

PIR COLOUR REPRODUCTION

It must be noted that we are CTP and therefore cannot accept film

Screen ruling: 120lpi

Dot structure: Square

Screen angles: Yellow 90°, Magenta 45°, Cyan 75°, Black 15°

Half tone range: H 0 - 95% S

Under colour removal or polychromatic colour removal

requirement: Yellow 55%, Magenta 55%, Cyan 60% % in Black

Max. Dot Weight: 240% to 260%

Dot gain allowances:

Yellow 24%, Magenta 25%, Cyan 28%, Black 15%

UCR COLOUR REPRODUCTION

As above until

Under Colour Removal: Maximum 30% for each colour.

Total ink must not exceed 260%

Dot size: Maximum 97% Minimum 3%

The total overprint of ink in any area must not exceed 260%.

Individual colours may print with 95% dot area.

MONO REPRODUCTION

Maximum Shadow Dot: 85%

Maximum Highlight Dot: 0

Screen Ruling: 100lpi

Surrey Advertiser Group

Stoke Mill, Woking Road, Guildford Surrey GU1 1QA

Telephone - Reception 01483 508700

Classifieds 01483 508888

Recruitment 01483 508844

Display 01483 508800

All advertisements must be booked with the appropriate title prior to submitting artwork in order to obtain a URN (Unique reference number) **Please telephone the relevant department listed on the left.**