

# Technical Specifications for Sending Artwork

## Column Widths:

1 Column: 31mm    2 Columns: 64mm    3 Columns: 97mm    4 Columns: 130mm  
5 Columns: 163mm    6 Columns: 196mm    7 Columns: 229mm    8 Columns: 262mm

Quarter Page advert: 130mm x 170mm    Full Page advert: 262mm x 340mm    Half Page advert: 262mm x 170mm  
Double Page Spread advert: 544mm x 340mm

Please do not put a bleed or any printers marks on your artwork.

Please note: We use PC's, so please ensure all files sent have file extensions on and ensure that file names do not contain any punctuation marks, especially forward slashes. Also, artwork burnt onto CD should be UDF or ISO 9660 so the disc can be read on a PC.

## Repro Specifications

Screen Ruling: 85lpi colour / 85lpi mono

Screen Angles: Cyan 15% Magenta 75% Yellow 0%  
Black 45%

Halftone Range: 0% highlight - 90% shadow

Press dot gain: 26%

Colour: Newsprint ink never dries so you need to ensure you always convert colour images using the ISOnewspaper26v4.icc profile. This will restrict the total ink limit to 240%. This profile has a built-in dotgain allowance of 26%. For mono images you will need to convert these using the ISOnewspaper26v4\_gr.icc profile. If you don't use these profiles your printed result will not be predictable.

Colour halftones: Must be converted from RGB to CMYK

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

## Fonts

We will not accept fonts supplied for use with advertisements, unless a copy of the licensing agreement confirming that we would be licensed to use that font, is supplied with it. We are licensed for the Adobe Type Collection of fonts.

**Any other fonts must be embedded into the artwork files or converted to outlines.**

## Resolution

Ensure all artwork sent to us is at least 240dpi at the size it will be printed. **This is especially important if you are sending a jpeg file.**

## File types we accept

Our preferred file type is a high resolution PDF (*all artwork must be flattened*) but we also accept tif, eps, jpg.

Please ensure you include the file extension.

(Please note that eps with jpg encoding should not be used, also jpgs created from Word files are not of high enough quality for print and will not be accepted).

We also accept Photoshop / Illustrator / Quark (up to 6.5) / Word (doc)

## File types we DO NOT accept

We **DO NOT** accept Microsoft Publisher (.pub), Powerpoint (.ppt), or Corel Draw files (.cdr).

We **DO NOT** accept, gif or png files as these are for use on the internet and the quality is not good enough for print.

## Email

Our email address for general mail is **wt.production@trinitysouth.co.uk** If you are sending property artwork, please phone Liza Monk, on 01895 451 071 or Ian Metcalfe on 01895 451 094 for the correct address.

Please ensure you include in the subject of the email the following information: **CID Number, size of advert, publication and publication date.**

This is very important, as we have advertisements for all our papers coming to the same address and we need to be able to file them correctly.

Files may be zipped if they are large. (PC format only).

Please ensure that you include the file extension on all files, especially if you are using an Apple Mac.

## Web based Transmission Systems

We are able to accept pdf and adx files via the Adfast and Artsend Systems. **www.adfast.co.uk**

## Viruses

It is the responsibility of the sender of files / discs to ensure that they are free from any viruses.

All discs / files are checked and any that are found to be contaminated will be rejected.

## Important Numbers

Telephone: 01895 451000  
Steve Fifield - Operations Manager