

artwork specifications

01/04/08

Data transmission

All artwork should be sent via the Adfast web site in the first instance. www.adfast.co.uk

Adfast is an internet based artwork delivery system which allows any company or individual to transmit and track artwork that has been saved in Adobe's 'pdf' format to newspaper titles.

Before you start you must first register your details on the Adfast database by visiting the 'Manage User Data' located on the home page of www.adfast.co.uk and follow the on screen instructions. Once you have registered, you will be able to transmit artwork to any registered recipient.

If you need help and support there is a 24/7 telephone help service and a dedicated team who are available to assist in set up, training, troubleshooting and individual 'pdf' issues. Telephone: 0870 240 2717 www.adfast.co.uk or email admin@adfast.co.uk

*All 'pdf' advertisements must be created using using the PDF/X1a 2001 compliant job option

File naming:

All Advertisements **must** be named with a unique reference number (URN)

The URN should be supplied by the relevant sales department

Components for Advertisements:-

Components for advertisement make-up within our pre-press

department may be submitted in a PC format via email, CD. This must be done with prior arrangement of our pre-press department. (Telephone: 0118 918 3035).

We do not accept components embedded in Microsoft Word, Excel or Publisher files. Text can be sent using Microsoft Word. We can only accept eps, tif, jpg and 'pdf' files All eps files **must** have binary encoding

Font encryption:

We will **NOT** accept fonts within an advertisement that are not embedded as this contravenes section 24 of the Copyright, Designs and Patents Act of 1988. We will refuse files that do not have all fonts embedded. You may outline fonts.

File sizes:

File sizes should be kept to a minimum. Pictures (colour / grayscale screened artwork) should be cropped to size at 200 dpi. The complete document sent should be the same size as the space booked with our Sales departments. No bleed or crop marks are required.

Proofs:

We do not proof back complete artwork that is sent to us electronically.

Other information:

For all other information concerning the make-up or transfer of artwork please contact the Group Pre-Press Manager on 0118 918 3035/07768402366

Our titles are listed below with the applicable column widths and page information

Reading Evening Post / Reading Post / Wokingham Times Series / Bracknell & Wokingham Standard / Reading Property Paper / Wokingham Property Paper / Food Monthly / X2 / Reading Alive

Aldershot Mail / Aldershot News / Aldershot Courier Series / Surrey and Hants Star / Esher News & Mail / Surrey Times Series / Woking News & Mail / Woking Review / Property Weekly / Property Courier / LocalAds / Whats On / Lifestyle / House & Garden / Surrey Advertiser

Column widths (in mm)

1 column	.29
2 column	.60
3 column	.91
4 column	.122
5 column	.153
6 column	.184
7 column	.215
8 column	.246
9 column	.277
10 column	.308
11 column	.339

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

Page dimensions

Broadsheet page: 560mm depth x 339 mm width

Tabloid page: 346mm depth x 277mm width

Tabloid double page spread: 346mm depth x 570mm width

WRAPS

Wrap Size for Reading Post: All 4 pages are full tabloid size: 346mm depth x 277mm wide.

You **MUST** include the complete masthead at the top of the front page of the wrap.

You can download the masthead from:

<http://www.getreading.co.uk/downloads>

If you do not have internet access phone the pre-press manager on 0118 918 3051 who will email the masthead to you.

Wrap Size for the Bracknell Standard:

Front Page: **280mm depth x 277mm width** (A masthead will be attached by the pre-press department)

The other 3 pages are full tabloid size: **346mm x 277mm**.

Broadsheet title

Wokingham Times Series

Tabloid titles

Reading Evening Post / Reading Post /
Wokingham Times Series / Bracknell &
Wokingham Standard / Reading Property
Paper / Wokingham Property Paper /
Food Monthly / X2 / Reading Alive

Page dimensions

Broadsheet page: 560mm depth x 347 mm width

Tabloid page: 350mm depth x 277mm width

Tabloid double page spread: 350mm depth x 570mm width

WRAPS

Wrap Size for Tabloids: Front 270 mm depth 277 width 3 pages are full tabloid size: 350mm depth x 277mm width.

Broadsheet titles

Aldershot Mail / Aldershot News / Esher
News & Mail / Woking News & Mail / Property
Courier / LocalAds / Whats On / Lifestyle /
House & Garden /
Surrey Advertiser

Tabloid titles

Aldershot Courier Series / Surrey and Hants
Star / Surrey Times Series / Woking Review /
Property Weekly / Property Courier / LocalAds
/ Whats On / Lifestyle / House & Garden

Stitched and trimmed products

For size and bleed on any products that are to be stitched and trimmed please contact
Sue Dowsett Group Pre-Press/Commercial print Manager on
01189183035/07768402366

Telephone: 0118 918 3035/51/37 **email: adsetting@sabnews.co.uk**
Surrey & Berkshire Media Limited, 8 Tessa Road, Reading, Berkshire RG1 8NS