Advert Specification Guide

bpm MEDIA

Newspaper Adverts

General

- Advert to be supplied as a single page CMYK PDF/EPS
- PDF's to ideally be created using Acrobat Distiller
- File name to be the content ID, URN or Ad number. Characters such as '!', '(', '?', '/', '*', '$', etc, must be avoided.
- Advert to be supplied to the booked size, excluding bleed, printers marks and white space around the advert
- Advert must have all layers/transparency flattened

Colour

- CMYK Profile: ISOnewspaper26v4.icc Dot gain 25%
- Four Colour Process CMYK (with no spot colours, colour match or Pantone colours)
- Total inks not to exceed 240 %
- Correct trapping Values must be set (eg Black to overprint, white to knockout)
- Tint panels must not exceed 30% when text is overlayed

Images

- 4 Colour or Rich Black only to be used in images
- Greyscale/Colour Images to be supplied at 200dpi
- Monochrome Bit-Map Image to be supplied at 600dpi
- Pictures when placed must not be re-sized to more than 120%

Text

- All fonts embedded or outlined
- Black text must be 100% black, not made up of 4 colour
- Black text on white minimum 6pt
- White text on black minimum 6pt
- White text on colour minimum 10pt Sans Serif and 14pt Serif
- Colour text on colour minimum 10pt Sans Serif and 14pt Serif
- Colour text on white minimum 10pt Sans Serif and 14pt Serif

Other

- Minimum size for colour rules 2pt

Magazine Adverts

General

- Advert to be supplied as a single page CMYK PDF/EPS
- PDF's to ideally be created using Acrobat Distiller
- File name to be the content ID, URN or Ad number. Characters such as '!', '(', '?', '/', '*', '$', etc) must be avoided.
- Advert to be supplied to the booked size, excluding white space around the advert. If the advert is a bleed advert please phone in advance for details to ensure your advert is supplied correctly.
- Advert must have all layers/transparency flattened

Colour

- CMYK Profile: WG 100 GSM AV11 01 Dot gain 20%
- Four Colour Process CMYK (with no spot colours, colour match or Pantone colours)
- Total inks not to exceed 340%
- Correct trapping Values must be set (eg Black to overprint, white to knockout)
- Tint panels must not exceed 30% when text is overlayed

Images

- 4 Colour or Rich Black only to be used in images/backgrounds
- Greyscale/Colour Images to be supplied at 300dpi
- Monochrome Bit-Map Image to be supplied at 600dpi
- Pictures when placed must not be re-sized to more than 120%

Text

- All fonts embedded or outlined
- Black text must be 100% black, not made up of 4 colour
- Black text on white minimum 6pt
- White text on black minimum 6pt
- White text on colour minimum 9pt Sans Serif and 12pt Serif
- Colour text on colour minimum 9pt Sans Serif and 12pt Serif
- Colour text on white minimum 9pt Sans Serif and 12pt Serif

Other

- Minimum size for colour rules 2pt

Contact Details

1st Point of Contact

Bob Bedward - 0121 234 5016
(Adfast Reception)

Admin Department - 0121 234 5067

2nd Point of Contact

Barry Mathew - 0121 234 5034
(Admin Manager)

James Higginson - 0121 234 5616
(Technical Supervisor)

Mark Cotterill - 0121 234 5501
(Creative Manager)

Production Department - 0121 234 5977

Useful Web Sites

http://www.adfast.co.uk/

http://www.bpm.co.uk/

http://www.trinitymirror-midlands.co.uk/

Useful E-mails

complete_art@mrn.co.uk

element_supply@mrn.co.uk