

ADVERTISING SPECIFICATION SHEET

- The preferred method of receiving complete advertisements for publication is by email to artwork@jewishtelegraph.com, but artwork may also be supplied on CD, DVD or USB pen drive.

- All artwork must be supplied in PDF format with the fonts embedded. The PDFs should be saved as high-resolution and we do not restrict the size of attachments received by email. Further details can be found on page 2. The use of PDF creators from vendors other than Adobe, eg Corel Draw PDFWriter, may produce low-resolution PDFs if configured incorrectly.

- We have found that PDFs produced using the free software from pdf995.com have successfully imported into our production software, but the print quality must be set to 1200 DPI. This setting can be found in the properties of the printer driver which PDF995 creates. When downloading the software, both the printer driver and converter software is required. This enables PDFs to be created from MS Word, Powerpoint, Excel documents etc. However, we are unable to provide any support for this software and reiterate that Adobe Acrobat PDF is the preferred format for publication.

- We also accept high resolution (200 DPI) TIFF, JPG and EPS formats by email and ISDN. Where applicable the fonts must be embedded, with previews enabled on TIFFs using ASCII encoding, rather than binary. For colour advertisements, the graphic(s) should be supplied in CMYK format.

- All other file formats, for example Microsoft Publisher and Microsoft Word files are unsuitable for conversion to publication format and therefore are usually declined. In exceptional circumstances we may reset the artwork supplied in an incompatible format, but this is at our discretion.

- Additionally, we cannot accept Apple Mac files, all files must be PC formatted. Files supplied with your fonts are not acceptable and should be provided as PDFs with the fonts embedded.

- All artwork supplied MUST include the advertiser's name, size of the advertisement, date of publication and our order number.

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Full Page	325 mm high x 265 mm across
Half page	160 mm high x 265 mm across
Quarter Page <u>Landscape</u>	140 mm high x 149.5 mm across
Quarter Page <u>Portrait</u>	190 mm high x 111 mm across
1 column	34 mm
2 columns	72.5 mm
3 columns	111 mm
4 columns	149.5 mm
5 columns	188 mm
6 columns	226.5 mm
7 columns	265 mm
Screen Ruling	100 Lpi on mono and four colour separations
Total ink usage	Coldset/newsprint 240-260%
Dot gain	Coldset/newsprint 26%
Colour Profile	ISO 26

Should you require any further information, please contact the production department on
0161-741 2632 or artwork@jewishtelegraph.com