

Column Sizes

PAGE WIDTH - 261 mm

PAGE DEPTH - 340 mm

1 Column	25mm	2 Columns	54mm
3 Columns	84mm	4 Columns	113mm
5 Columns	143mm	6 Columns	172mm
7 Columns	202mm	8 Columns	231mm
9 Columns	261mm		

Software used by Studio

Quark Xpress version 4.11

Adobe Acrobat 4.0 + Distiller.

Adobe Photoshop 4.0, 6.0 and 7.0

WORD DOCUMENTS ONLY can be received in Microsoft Word 6 and Microsoft Excel 5 for Windows and Mac. (Please do not supply artwork on a word programme)

PDF

It is vital the PDF contains flattened artwork. All black text has to be 100% black and not made up of CMYK. PDF format is the best mode of supplying artwork as all fonts and graphics are embedded automatically. All full colour artwork to be in CMYK and FLATTENED. We currently use QuarkXpress 4.11 we require all fonts and graphics to be embedded as we are not permitted to install your fonts so if needed we would change them to our own (Please ensure you include a hard copy of the advert for reference).

Graphics

All graphics to be supplied as either a PDF, TIFF or EPS. Must have fonts and graphics embedded. All full colour graphics to be saved as CMYK.

E-mailing Photographs

Our requirements for e-mailed images

	Resolution	Size
Either	72dpi	At least 4x final printed image
Or	300dpi	Same size as final printed image

Internet/E-Mail A/W

e-mail address: devon.studio@archant.co.uk

PDF's and EPSF's - We can receive A/W over the E-Mail or via Adfast on the Internet. It is however essential that all fonts and graphics are embedded into the artwork, as we are not permitted to install fonts. The best format to supply artwork in is as a PDF.

Please ensure that all fonts and graphics are embedded.

ISDN - A.D.S. & Transmission Manager

Our ISDN numbers are 0845 0704807 and 0845 0704808

We prefer to receive PDF's via Transmission Manager it is essential that all fonts and graphics are embedded into the artwork as a PDF format - as we are not permitted to install fonts, please ensure the advert. depth and column sizes are correct (see "Column Sizes" section) also note:- *The programs we can receive in:-* See "Software used by Studio" section of this data sheet.

We can also receive ISDN's via A.D.S.

The following list of publications show the ISDN Name & Password which will be required

NB Name and Password is both the same for example:-

Artwork for the Midweek Herald the NAME is MWH

AND the PASSWORD is MWH

NEWSPAPERS -

- MIDWEEK HERALD Name & Password MWH
- NORTH DEVON GAZETTE & ADVERTISER Name & Password NDG&A
- EXMOUTH JOURNAL Name & Password EXJ
- EXMOUTH HERALD Name & Password EXH
- SIDMOUTH HERALD Name & Password SH.

Please ensure that the file name easily identifies the item being sent.

Colour Knock-Outs

If you are supplying a full colour advert, which involves colour text over a colour background (for example light text i.e. yellow on a darker background i.e. mid to dark blue), it is vital that you ensure the size of the text within the advert is **NOT BELOW** 12 point. Text that is used smaller than this will blur badly because of the knock-outs and registration.

Please ensure that colour text used on a colour background is always knocked-out. Again **NOT BELOW** size 12 point for all the above same reasons.

If you are using dark text on a light coloured background, i.e. red text on a yellow or cream background), then this **DOES NOT** need to be knocked out, as it will print as a dominant colour on top of a light colour.

Experience tells us that non-serif fonts (i.e. Helvetica, Futura, Swiss etc) reproduce better in knock-out colour, as they are generally thicker and bolder.

If you require any additional information you can contact the Studio direct on (01392) 888520. Fax: (01392) 888550 & (01392) 888551.

Archant South West reserve the right to use our own fonts and to change or alter any artwork as necessary if not received as a PDF or with embedded fonts and graphic as per this Technical Data Sheet.

Archant South West, Fair Oak Close, Exeter Airport Business Park, Clyst Honiton, Nr. Exeter, Devon. EX5 2UL.