

TECHNICAL DATA

Column Sizes

PAGE WIDTH - 262.5 mm x PAGE DEPTH - 340 mm

1 Column	26.5mm	2 Columns	56mm
3 Columns	85.5mm	4 Columns	115mm
5 Columns	144.5mm	6 Columns	174mm
7 Columns	203.5mm	8 Columns	233mm
9 Columns	262.5mm		

Software used by Studio

Quark Xpress version 4.11 Adobe Acrobat 4.0 + Distiller.
Adobe Photoshop 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 or photos 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 use QuarkXpress 4.11 and require all fonts and graphics to be embedded - we are not permitted to install your fonts so if they are not embedded we reserve the right to change your fonts without prior notice.

Graphics

Graphics can be supplied as either a PDF, JPEG, TIFF or EPS. All must have fonts and graphics embedded. Full colour graphics to be saved as CMYK

NO RGB FORMATS PLEASE AND MUST BE FLATTENED.

E-mailing JPEG 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 Artwork

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

PDF's, JPEG'S 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.

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 (01934) 422525.

PUBLICATION DAYS & DEADLINES

SIDMOUTH HERALD

Copy Deadline Wednesday 3 pm, Published Fridays

MIDWEEK HERALD

Copy Deadline Friday 3pm, Published Wednesdays

EXMOUTH JOURNAL

Copy Deadline Tuesday 3 pm, Published Thursdays

EXMOUTH HERALD

Copy Deadline Wednesday 3 pm, Published Fridays

Guaranteed position + 25%, Box Numbers + £5.50
Access & Visa accepted. Agency discount 10%. All rates subject to V.A.T.

Why not complement your press advertising by using the ARCHANT SOUTHWEST LEAFLET

DISTRIBUTION SERVICE

Every week Archant Devon distributors deliver leaflet material to as many as 91,000 homes within the Exmouth, East Devon, North Devon and West Dorset areas. We can target areas which ensure that your particular leaflet is reaching those people most likely to be interested in the service you are offering.

For further information, please telephone the Distribution Department Manager on the telephone number below and find out how the Archant SouthWest Leaflet Distribution Service can work for you.
(All rates are subject to V.A.T.)

Distribution Department, Archant South West, Fair Oak Close,
Exeter Airport Business Park, Clyst Honiton, Nr. Exeter. EX5 2UL
Tel: 01392 888580 Fax: 01392 888590

CONDITIONS OF ACCEPTANCE

1. The publisher reserves the right to (a) cancel the order at any time by giving reasonable notice before the next insertion, but in that event the advertiser/advertising agency shall not be liable for payment of the difference (if any) between the rates for the series of insertions which has appeared when the order is stopped; (b) make any alteration it considers necessary or desirable in an advertisement and to require artwork or copy to be amended to meet its approval.
2. While every endeavour will be made to meet the wishes of advertisers, guarantee of insertion cannot be given. The publisher shall not be liable for any loss or damage caused by the total or partial failure (however caused) of publication or distribution of any publication in which an advertisement is scheduled to appear or for loss or damage caused by circumstances beyond the Publisher's reasonable control.
3. Classified and semi-display advertisements must conform to current styles of setting. When it is not possible to insert advertisements in the issue requested these are automatically carried forward to the next available issue.
4. Cancellations must be advised 24 hrs prior to the date of publication of an advertisement and where colour has been booked to appear in the advertisement cancellation must be advised 4 working days prior to date of publication. In the case of supplements, special publications, periodicals and magazines, cancellation must be advised one month prior to the date of publication of an advertisement - if the publisher is unable to resell the space he reserves the right to charge for any loss of revenue. All cancellations must be in writing or by facsimile transmission but must be issued with a Archant Regional cancellation number obtained from the office where the advert was booked. No money can be refunded if advertisements are cancelled before publication. When an advertisement is being published in more than one edition in the same week, a refund will not be available on any unpublished editions unless the advertisement is cancelled within 3 working days prior to the first insertion and within 4 working days if colour has been booked to appear.
5. Any advertising space booked will be payable in full at our published rates even if the proposed advertisement does not appear in the relevant publication due to the customer's failure to provide copy and/or artwork by the agreed deadline.
6. In the event of any error, misprint or omission in the printing of an advertisement or part of an advertisement, the publisher will either re-insert the advertisement or relevant part of the advertisement as the case may be or make reasonable refund or adjustment to the cost. No re-insertion, refund or adjustment will be made where the error, misprint or omission does not materially detract from the advertisement. In no circumstances shall the total liability of the publisher for any error, misprint or omission exceed (a) the amount of a full refund of any price paid to the publisher for the advertisement in connection with which liability arose or (b) the cost of a further or corrective advertisement of a type and standard reasonably comparable to that in connection with which liability arose.
7. Where a proof has been supplied and agreed prior to publication no credit will be considered in respect of errors.
8. Advertisers are requested to check their advertisements after the first insertion. The publisher will not be responsible for any errors on subsequent insertions which have not been advised to them.
9. The newspaper shall not be liable for any shrinkage up to 4mm per column.
10. Participation in advertisement features and supplements does not imply any editorial mention.
11. All rates are subject to VAT at the rate currently in force at the time the advertisement appears.
12. Should the rate for advertisements be altered the price for remaining insertions shall be revised accordingly or the publisher shall have the right to cancel the unexpired portion of the order.
13. Advertisement copy shall be legal, decent, honest and truthful; shall comply with the British Code of Advertising and all other codes under the general supervision of the Advertising Standards Authority; and shall comply with the requirements of current legislation in particular of the Trade Descriptions Act 1968 and the Consumer Credit Act 1974.
14. The placing of an order by an advertiser, or an advertising agency on behalf of a client, constitutes an assurance that all necessary authority and permission has been secured in respect of the use in the advertisement(s) of pictorial representation of (or purporting to be of) living persons, and of reference to the words attributed to living persons and words which may be the subject of copyright protection.
15. The advertiser/advertising agency agrees to indemnify the publisher in respect of all costs, damages, or other charges falling upon the newspaper as the result of legal actions or threatened legal actions arising from the publication of the advertisement, or any one or more of the series of advertisements, published in accordance with the copy instructions supplied to the newspaper in pursuance of the advertiser/advertising agency's order. In any case where a claim is made against the newspaper or the newspaper is sued and the advertiser/advertising agency may ultimately be liable under the terms hereof, notice in writing shall be given to the advertiser/advertising agency, and consultation shall take place before any expense is incurred or the claim is settled or the case is defended or otherwise disposed of.
16. The copyright for all purposes in artwork, copy and other materials which the publisher or their employees have contributed to or reworked shall rest with the publisher. All copy supplied - photographs, bromides, blocks, artwork, computer disks etc. will not be returned and these will remain the property of the publisher unless specifically agreed to the contrary with the advertiser prior to placement of the order.
17. The publisher shall not be liable for any accidental or unavoidable loss of or damage to artwork or photographs supplied by the advertiser or their agent.
18. Every endeavour will be made to forward replies to box numbers to the advertiser as soon as possible after receipt by the publisher, but the publisher accepts no liability in respect of any loss or damage alleged to have arisen through delay in forwarding or omitting to forward such replies (howsoever caused). The advertiser authorises the publisher to return to its originator any communication which, in the opinion of the publisher, should not be delivered to the advertiser.
19. We reserve the right to open or withhold any box number correspondence should it be deemed necessary in the public interest.
20. Unless otherwise agreed in writing by the publisher the terms of payment for credit accounts are 7 days net from date of invoicing.
21. All credit accounts should be settled by remittance to Archant Regional Ltd.
22. Any discount which the publisher may have agreed with the advertiser shall be forfeited in the event of failure by the advertiser to meet the agreed credit terms.
23. Advertising agency commission will be allowed to those agencies recognised by the Newspaper Society and acting as principal in the transaction on behalf of a specified client. Such commission shall not exceed 10% and will be subject to the terms of that recognition. This commission will not be allowed if the agency fails to meet the agreed credit terms.
24. Without prejudice to any other rights it might have, the company reserves the right to charge interest at 2% above the current base rate of Barclays Bank plc on overdue amounts, such interest to run from the due date of payment until payment is received in full, and to impose an administration charge (minimum £25) in respect of any overdue account referred to a third party for collection.
25. The placing of an order for the insertion of an advertisement shall amount to an acceptance of the above conditions and any conditions stipulated on an agency's order form or elsewhere by an agency or an advertiser shall be void insofar as they are in conflict with them.

* Some calls may be recorded for training purposes.