

Trinity Mirror NW²

Technical Specifications



ESSENTIAL POINTS

For successful reproduction of your advertisement please adhere to the following points:

- Always use the unique reference number (URN) we provide to identify your advertisement.
- All advertisements must be supplied the correct size.
- Double-page spreads can only be accommodated in the centre fold.
- For the final quality of the advert to be satisfactory you must ensure all supplied artwork is of greater or equal quality to what you expect to print. Poor quality originals, faxes and photocopies should not be supplied - they may be rejected.
- We will not accept responsibility for poor reproduction if poor-quality originals are supplied.
- We are no longer able to process supplied film separations.
- Contact the Ad Control Team if you need confirmation of complete advert deadlines.
- Contact your Sales Rep if you need confirmation of copy deadlines.

PAGE DIMENSIONS

Full Page: 360mm deep x 272mm wide
Double Page Spread: 360mm deep x 562mm wide
Liverpool Echo Saturday page depth: 340mm

1 column: 31.025mm	4 column: 134.3mm	7 column: 237.575mm
2 column: 65.45mm	5 column: 168.725mm	8 column: 272mm
3 column: 99.875mm	6 column: 203.15mm	

No bleeds.

ELECTRONIC TRANSMISSION

AdF@st is the preferred transmission method for complete adverts.

AdF@st allows PDF transmission using the Internet.(Visit www.adfast.co.uk or call 0870 240 2717)

Email may be used for pictures, text and complete adverts. Send to: Adcontrol@Liverpool.com

It is recommended that large files are not sent via e-mail as it is not suitable for large amounts of data transfer. The URN given MUST be placed in the subject field of any copy sent, if not it may be returned or remain unprocessed.

Please contact the Ad Control Department if using any other delivery method.

All electronic files must adhere to the specifications on these pages and arrive before deadline or we will be unable to guarantee the printed quality.

All electronic artwork must also be supplied with the correct file name as outlined below. If this convention is not followed, it could result in an incorrect advertisement appearing.

Please do not send fonts because copyright laws relating to fonts forbid us to load them onto our computers. We will only accept font-independent EPS or PDF files.

Any disks will be virus checked on receipt. Failed disks will be returned to the sender for re-submission. If you have any queries please ring the Electronic Artwork Reception on 0151 330 4959.

Naming Convention

When sending files electronically the following naming convention should be used:

<URN>.file extension

eg. 1234567.pdf

If no URN is available use the following convention:

<title code 2 digits>space<publication date 4 digits>space<size>space<adv. description>.file extension

eg. LE 1803 20x4 james bloggs sale.tif

This would indicate the James Bloggs sale 20 x 4 advertisement is for publication in the Liverpool Echo published on 18th of March.

Complete Electronic Artwork Formats

Complete Artwork may **ONLY** be supplied in one of the following two formats, and must have the file extension included.

- .PDF** This must be generated using Acrobat Distiller 'Press Optimised' settings with all fonts embedded. No other method of generating .PDF (eg PDF Writer, export to .PDF etc) should be used as these give unpredictable results. The required "Distiller Job Option" file can be obtained from the Adf@st website.
- .EPS** Must also be generated to the relevant title specifications detailed below with fonts embedded or outlined.

Incomplete Electronic Artwork Formats

Incomplete Elements (for adverts to be created on-site) are to be supplied as follows.

- Graphical Elements** Must be supplied in JPEG format, with the quality saved to the highest setting. Please also ensure that all supplied elemental pictures use an RGB colour space.
- Text Elements** May be supplied as Raw Text, Simpletext or Microsoft Word saved as 'text only'. Please note we cannot accept Word files which have been formatted to reflect the finished appearance of the advertisement.

We will not accept open files with fonts supplied as it contravenes section 24 of the Copyright, Designs and Patents Act of 1988. We therefore recommend that one of the above file formats are used to embed or outline fonts.

COMPLETE ADVERTS

- Use only our listed file formats and ensure all components of the advertisement are supplied, i.e. any graphics.
- If changes to electronically-supplied advertisements are required, originator must re-supply advertisement.
- Colour images must be saved as CMYK (not RGB) in EPS format to our separation specification at no more than 200 dpi.
- Black and white images must be saved in EPS format to our black and white specification at no more than 200 dpi.
- Bitmapped images must be saved in EPS format at no more than 600 dpi.
- We do not accept electronic files greater in size than 40mb for colour or 20mb for mono.
- **Do not use four-colour blacks in text and images.**
- We will not accept files in their native format (e.g. Quark Xpress, Freehand).

Colour Information

All colours used within a file should be originated as CMYK with separation. Files converted from RGB will produce blacks which are printed out of the four process printing colours. This will result in a degradation in quality. No artwork should contain unseparated spot colours or extra channels other than CMYK.

For Spot Red use: 100% Magenta 100% Yellow

For Spot Blue use: 100% Cyan

Note: We cannot accept responsibility for advertisements not arriving in the above format.

Text should only be overprinted in areas having tint values of 30% or less. Four colour reverses should not be smaller than 1 mm in thickness and should be reversed out in areas having at least 70% tone value in black, magenta or cyan. These limits may be exceeded if outline lettering is used. When text is to be in colour using more than one of the process colours, all strokes should be greater than 1 mm or 3 pt in thickness.

For advice on effective colour usage please contact either our Ad Creation or Ad Control department - telephone numbers can be found on the last page of this document.

Hard Copy Specifications

Hard copy can take many different forms, many of which are satisfactory, provided the following points are observed:

- Same size complete artwork should be supplied. Any enlargement or reduction required must be in proportion to page and column sizes, and should be clearly indicated. The size of the original should be such that it will fit on the flat bed of an A3 colour scanner (maximum size: 420mm x 300mm).
- Fine lines should not be less than 0.1mm to ensure reproduction.
- Ink jet and laser printouts and magazine cuttings do not reproduce clearly and should be avoided wherever possible. No fluorescent, metallic coloured or reflective materials should be used.
- All hard copy should be flat, and unfolded. We cannot guarantee the quality of full colour complete artwork supplied for scanning, as black text will convert to four process colours. We recommend that such artwork is supplied electronically or for in-house make up.

PRESS INFORMATION

Press

Ink coverage	240% maximum	
Ink densities	Cyan 0.85	Magenta 0.85
	Yellow 0.75	Black 1.1
Registration	+/- 0.25mm sidelay/+/- 0.35mm circumferential	
Newsprint	Grade - 45gsm (for general newspaper production)	
Shade	58.5	
Moisture content	7.5% +/- 0.5	
Printing sequence	C M Y K	

Maximum full-colour 48 pages tabloid running straight. Supplements and specials may print on a higher grade newsprint. Please contact the Manufacturing Department for specification (contact details on back page).

Page Delivery

Version 1.3 PDF's of printers pairs or broadsheet are the preferred format for all publications.

Tabloid pairs to have a 'landscape' orientation, no page furniture, no colour bars, no identification text and cropped with a 5mm equidistant white margin.

Broadsheet pages to be 'portrait' orientation, no page furniture, no colour bars, no identification text and cropped with a 5mm equidistant white margin.

If any extra detail is required around the page, it must be discussed with the Press Site in the first instance. If following the discussion, the addition is allowed it should be placed in the white space area. But the page image should be centred on the film size, ignoring the extra detail.

ARTWORK PREPARATION

Photographic Colour Prints

Good tonal range required.

Transparencies

Density range	2.0+/-0.2
Highlight density	0.4+/-0.1
Shadow density	2.4+/-0.2
Colour balance	Neutral
Image	Right reading emulsion side up

Flat Copy (reflection)

Maximum size	A3 - 297mm x 420mm
Maximum thickness	3mm
Metallic and fluorescent colours are not accepted	

Reverse text

Serif typefaces should not be used when text is to be reversed out of full colour (CMYK).

If it cannot be avoided the minimum acceptable point size is 14pt Bold.

The minimum acceptable point size for sans serif fonts reversed out of full colour (CMYK) is 12pt Bold.

All spot-colours are created out of full colour (CMYK) but a text reverse out of a yellow is not recommended as it is difficult to read.

TITLES

The Technical Specifications contained in this document apply to the following titles:

Dailies

<i>Title</i>	<i>Code</i>	<i>Complete Advert Deadline</i>
Liverpool Echo	LE	12 noon on day prior to publication, except Monday editions when the deadline is 3pm on the previous Friday.
Daily Post (English)	DE	12 noon on day prior to publication, except Monday editions when the deadline is 3pm on the previous Friday.
Daily Post (Welsh)	DW	12 noon on day prior to publication, except Monday editions when the deadline is 5pm on the previous Friday.
Metro (Merseyside)	MM	5pm two days prior to publication, except Monday editions when the deadline is 5pm on the previous Thursday.

Weeklies

<i>Title</i>	<i>Code</i>	<i>Complete Advert Deadline</i>
Midweek Visiter	MW	Monday 5pm
Midweek Advertiser	MA	Monday 5pm
Ormskirk Advertiser	OA	Wednesday 11am
Skelmersdale Advertiser	SA	Wednesday 11am
Formby Times	FT	Wednesday 10am
Crosby Herald	CH	Wednesday 10am
Bootle Times	BT	Wednesday 10am
Southport Visiter	FV	Thursday 11am
Birkenhead News	BN	Tuesday 3pm
Bebington & Bromborough News	BE	Tuesday 3pm
Wallasey News	WN	Tuesday 3pm
Hoylake News	HO	Tuesday 3pm
Heswall News	HE	Tuesday 3pm
Neston News	NE	Tuesday 3pm
South Merseymart	SL	Tuesday 2pm
Anfield Star	AW	Tuesday 2pm
Maghull Star	MS	Tuesday 2pm
Huyton Star	HS	Tuesday 2pm
West Derby & Tuebrook Merseymart	WD	Tuesday 2pm

Other Publications

Metro
Space
Kop
Mersey Vision
Formby Journal
Homestyle
The Guide

CONTACT DETAILS

Trinity Mirror Merseyside

PO Box 48, Old Hall Street, Liverpool L69 3EB
Telephone 0151 227 2000 (main switchboard)

Planning, Pagination & Output Team

Planning of advert positions. Output of pages.

MANAGER: *Gary Shelley*. Telephone 0151 330 4989

TEAM NUMBERS: Output: 0151 472 2429/ 2593
 Pagination: 0151 330 4970
 Planners: 0151 330 4908/ 4961/ 4962/ 5083. 0151 472 2421

Ad Creation Department

Creation of adverts

MANAGER: *Mark Herbert (Days) or Alan Heaton (Nights)*. Telephone 0151 330 4928

TEAM NUMBERS: Team Leader 0151 472 2388
 Controllers 0151 330 5002
 Property 0151 472 2616
EMAIL liverpool.adcreation@liverpool.com

Ad Control Department

Advert reception and management area.

TEAM LEADER: *Irene Foley*. Telephone 0151 330 4946

TEAM NUMBERS: EAR 0151 330 4959/ 5032
 Ad Control 0151 330 4946
 Digital 0151 330 5093
EMAIL Complete Adverts, Pictures and Text: Adcontrol@Liverpool.com

ADFAST WEB SITE - <http://www.adfast.co.uk> **ADFAST SUPPORT** - 0870 240 2717

Manufacturing Department

Printing of products

MANAGER: *Frank McLean/ Paul MacHenry*. Telephone 0151 330 4905

PRESS INFORMATION: *Nicola Crowden*. Telephone 0151 472 4969

*Fax numbers can be requested from departmental contacts
Please ensure you check with your Sales Representative
which email address your pictures are to be sent to and the deadline for receipt in Ad Control:
(Please note the above email accounts are for artwork only and not correspondence)*

The Information contained in this document is correct at 13th July, 2007.

Version Control:

This document replaces all previous Technical Specification information, and must not be changed in any way or superseded by another document without the authority of the IT Department - when all existing copies will be destroyed and new copies supplied to all relevant departments: IT, Editorial, Advertising, Operations, Press and Output.