

# ELECTRONIC DATA

## CONTACTS

Richard Evers-Swindell **01902 319 760**  
Kerry Harrison **01902 319 764**  
Rob Ferguson **01902 319 825**

E-mail: [display@expressandstar.co.uk](mailto:display@expressandstar.co.uk) Internet: [www.expressandstar.com](http://www.expressandstar.com)

## HOW TO SUPPLY COPY

**ADFAST** If supplying to Chronicle Series, upload your artwork to each Chronicle Title. Cannock, Dudley, Halesowen, Kidderminster, Stourbridge, Stafford, Sandwell and Great Barr, Wolverhampton and Walsall.

E-mail .....[display@expressandstar.co.uk](mailto:display@expressandstar.co.uk)

### ACCEPTED FILE FORMAT

**ADFAST** - To find out more about submitting adverts via Adfast,

E-mail to: .....[admin@adfast.co.uk](mailto:admin@adfast.co.uk)  
or visit: .....[www.adfast.co.uk](http://www.adfast.co.uk)

We are listed as:- **Cannock, Dudley, Halesowen, Kidderminster, Stourbridge, Stafford, Sandwell and Great Barr, Wolverhampton and Walsall.**

**PDF** - Create your pdf from the application you are working in (ie. Quark, Indesign etc.). Ensure that you choose the correct settings. If your advert contains black text, then please be aware that we do not use Pdf-x settings as they create a 4-colour process black which is unsuitable. Applying some colour-management settings will also give this result.

Therefore, turn colour-management off and select a press-optimised setting. Our pdf job options are available on request, as is our own colour-profile.

### MECHANICAL DATA FOR (ALL CHRONICLES SERIES)

#### PAGE SPECIFICATION

Page Area **307.6 x 410mm**.  
Columns per Page **9**. *No bleed is required.*

| Column Widths (mm) |      |       |       |       |       |       |       |       |
|--------------------|------|-------|-------|-------|-------|-------|-------|-------|
| 1                  | 2    | 3     | 4     | 5     | 6     | 7     | 8     | 9     |
| 32.4               | 66.8 | 101.2 | 135.6 | 170.0 | 204.4 | 238.8 | 273.2 | 307.6 |

**DPS** (Double Page Spread) **ACROSS GUTTER 628mm**

### NEWSPRINT COLOUR & MONO

Screen Ruling **100 dpi** (40dpc) **200ppi**.  
Screen Dot:- **Round**.  
Dot Requirement **2 - 4%** in highlight, tail off to **90% - 93%** in shadow areas.  
Adjust Midtone where necessary.  
Dot Gain **25 - 28%** based on **50%** grey dot (eg. **15%** tint will appear in print at **30%**)

#### Screen Angles:-

Yellow **90%** Magenta **45%** Cyan **105%** Black **75%**

### DEADLINES

The Chronicle Series requires **ALL** electronic adverts to be received by:-

**12 noon Monday** prior to publication for Kidderminster, Walsall, Sandwell, Dudley and Wolverhampton  
All other Chronicles **12 noon Tuesday** prior to publication.

### WRAPS

All Wraps must be in **1 week** prior Publication

The Chronicle Series Newspapers will not undertake to modify / amend any file or copy that is supplied incorrectly, hence the need to adhere to production deadlines in case there is a need to re-supply copy should it fail our stringent preflight tests.

### FULL COLOUR & SPOT COLOUR

**ALL** adverts submitted for full colour publication must be produced in four colour process CMYK separation. Text should be a true black **NOT** process black.

Please do not use jpeg encoding on photoshop eps files, as this will output in mono.

The only spot colour available in our publication is **RED**. Please ensure this red is made up of **100%** magenta & **100%** yellow with process separation, as a (.eps) file.

Avoid producing such files in Photoshop, as this will generate a magenta cast over all plates, even when the original image is greyscale.

Any Photoshop files encapsulated within your pdf must be CMYK, and any text below **10pt** cannot be reproduced in four colour separation.

### COLOUR PROFILES & MANAGEMENT

Please be aware when applying a colour profile to your file it can create unpredictable results, a colour profile is available on request.

**WE CANNOT ACCEPT FILES FROM THE FOLLOWING:-  
MICROSOFT WORD, POWERPOINT, PUBLISHER,  
ACCESS, EXCEL OR COREL DRAW.**

SUBMIT YOUR ADVERTS BY:-

**ADFAST, EMAIL, DVD/CD, FLASH USB.**

The Express & Star currently accept:

Adobe Acrobat PDF 1.4 or above

### POINT TO NOTE:

Always label the file you supply with the **URN** (Unique Reference Number).  
Please contact the Salesperson who arranged the booking for you, they will be able to furnish you with this information.  
Advertisements without a URN — **CANNOT** be processed.

