

# ELECTRONIC DATA

## CONTACTS

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## HOW TO SUPPLY COPY

**ADFAST** If supplying to West Midlands Express & Star and Shropshire Star, upload your artwork to Express and Star (Wolverhampton). If supplying to Shropshire Star only, upload your artwork to Shropshire Star.

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:-

**Express and Star (Wolverhampton)**

**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 NEWSPAPER (ALL EDITIONS & CHRONICLES)

#### PAGE SPECIFICATION

Page Area **307 x 410mm**.

Columns per Page **8**. *No bleed is required.*

Column Widths (mm)							
1	2	3	4	5	6	7	8
35	74	113	152	191	230	268	307

**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 Express & Star requires **ALL** electronic adverts to be received by:-

**MONO 12 noon** 1 working day prior to publication  
**COLOUR/SPOT 2** working days prior to publication  
**CHRONICLE ADVERTS/WRAPS**  
Friday prior to insertion date.

Neither the Express & Star or Shropshire Star Newspapers will 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.

# Express & Star