

Express & Star Shropshire Star

thechronicle

CONTACT DETAILS

Tel: 01902 319 825

E-mail: completeads@expressandstar.co.uk (Including: Shropshire Star, Weeklies & Chronicles)

Internet: www.expressandstar.com • www.shropshirestar.com

Electronic Data: www.expressandstar.com/faq

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.

ACCEPTED FILE FORMAT

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

E-mail to:admin@adfast.co.uk

or visit:www.adfast.co.uk

We are listed as:-

Express and Star (Wolverhampton)

Shropshire Star

MNA LOCAL

Is completely free! MNA Local is a web based application that allows you to submit your finalised advertisements direct to MNA electronically.

How to Register:

Log in to:

<http://mnalocal.mnaselfservice.co.uk/mnalocal/>

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 (EXPRESS & STAR, SHROPSHIRE STAR, ALL EDITIONS & WEEKLIES)

PAGE SPECIFICATION

Page Area 305 x 390mm.

Columns per Page - 8. No bleed is required.

<u>1</u>	<u>2</u>	<u>3</u>	<u>4</u>	<u>5</u>	<u>6</u>	<u>7</u>	<u>8</u>
35	73.5	112	150.5	189	227.5	266	305

Column Widths (mm)

The maximum depth of advertisement we can accept without going to full depth is 29cm. Anything over 29cm will be charged at full depth.

DPS (Double Page Spread) ACROSS GUTTER 630mm

This will need to be confirmed, if there is any availability.

NEWSPRINT COLOUR & MONO

Screen Ruling 100 dpi (40dpc) 200ppi.

DEADLINES

The Express & Star/Shropshire Star requires ALL electronic adverts to be received by:-

COLOUR & MONO 12 noon

1 working day prior to publication

CHRONICLE ADVERTS/WRAPPS

Friday prior to insertion date.

(An advert on the front of a wrap would be 33cm deep to allow for the masthead.)

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

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

All spot colours available in our publication are CMYK.

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.

ADVERTISEMENT GUIDELINES:

Please follow the guidelines below to ensure best reproduction of printed advertisements.

Copy supplied that doesn't confirm can be refused.

Fine Lettering - Thin lines, rules, medium and small type sizes should be reproduced in a single colour only wherever possible.

Reversed out Lettering - Reversed out lettering should be out of a minimum of colours. Type or objects smaller than 10pt in size should ideally be reversed out of one colour only. Small letters reversed out of multiple colours - particularly fonts with fine serifs, will show colour in white type areas even with the slightest mis-registration on press. Check to ensure that reversed out lettering does not become illegible due to the text's background.

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

SUBMIT YOUR ADVERTS BY:-

ADFAST, MNA LOCAL, EMAIL

The Express & Star currently accept:

Adobe Acrobat PDF 1.4

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 an URN — CANNOT be processed.