



Reproduction Specifications

Belfast
Telegraph

Our Vision. Your Success.

Reproduction Specifications

Adsend

Adsend is only format for the receipt of advertising agency copy. If you have any difficulty in any aspect of Adsend you can contact your advertising production team at the Belfast Telegraph on **028 90 554750**.

Proofs

If newsprint proofs are not supplied then matchprint, cromalin and digital proofs are only accepted with the understanding that they are not an accurate representation of colour reproduction on our presses.

ColourMode

We do not print spot, Pantone or RGB colours therefore it is essential that all digital files are converted to CMYK.

Dot Gain

Dot gain is the apparent growth in dot size between a given dot on film and the size of the resultant dot in the final print on paper. It is not a fault, but an inherent characteristic of the reproduction process. High speed web offset newspaper presses require "compressible" printing blankets and low viscosity inks which will dry by absorption. As a result of these requirements a degree of dot gain up to 32% can occur in the mid-tone region. This must be allowed for in the production of the digital artwork.

Dot area on film (%)	10	20	30	40	50	60	70	80	90
Dot gain (%)	15	22	25	30	32	28	25	17	9

Maximum Ink Coverage

A maximum total coverage of 240% - 260% is recommended with only one solid, otherwise set-off may occur.

Output resolution: 1270 lines per inch

Screen ruling: 34 - 40 lines per cm (85 - 100 lines per inch).

Dot shape: Square

Useful Points

- Avoid using white text smaller than 12pt reversing out of more than one process colour.
- Keep 12pt white text bold rather than fine serif.
- Coloured text smaller than 12pt should not consist of more than two process colours.
- Where possible, use only black for small text.
- Overprint black text where possible rather than knocking out underlying colour.
- Newspaper printing does not lend itself to fine drop shadow text.
- When choosing to darken colours use black where possible (i.e. not a third colour)
- Dark Green = 100% cyan + 100% yellow + 30% black (no magenta)
- Dark Blue = 100% cyan + 50% magenta + 20% black (no yellow)
- Keep colours as clean as possible.
 - Green - use cyan + yellow (avoid magenta)
 - Reds - use magenta + yellow (avoid cyan)
 - Blue - use cyan + magenta (avoid yellow)

Pictures

Brighter images reproduce better in newsprint than darker subdued subjects. The darkest shadow areas in a scan should not have more than 265% total ink coverage. An example would be:

70% Cyan)
60% Magenta)
60% Yellow) = 265%
75% Black)

Page sizes (Printed image area)

The Belfast Telegraph:

Tabloid Page Area: 340 mm deep x 272 mm wide

Sunday Life:

Tabloid Page Area: 340 mm deep x 272 mm wide

ColumnWidths

1 Column	32mm
2 Columns	66mm
3 Columns	100mm
4 Columns	134mm
5 Columns	168mm
6 Columns	203mm
7 Columns	237mm
8 Columns	272mm

Spec for Glossy publications are as follows:

Full Bleed DPS: 434.8mm wide by 284.8mm deep (trimmed at 420mm by 270mm*)

Full Bleed Page: 217.4mm wide by 284.8mm deep (trimmed at 210mm by 270mm*)

Full Page Type Area: 186mm wide by 246mm deep

Half Page Horizontal: 185mm wide by 120mm deep

Half Page Vertical: 90mm wide by 240mm deep

Quarter Page: 90mm wide by 120mm deep

Strip: 185mm wide by 15mm deep

* Artwork not accepted at trim sizes; for reference only.

All images should be saved at 300dpi using the ISOWebCoated profile. Total Area Coverage of Ink should be no more than 320%.

We would also recommend that any artwork be supplied without crop marks or with the crop marks offset so that they do not encroach on the bleed area of the artwork. It makes it easier when positioning and sending the pages.

Please Note

Solus Ads appearing on page one of the Belfast Telegraph are 30mm x 272mm.

Information in this Media Pack relates to colour and mono printing in the Belfast Telegraph and Sunday Life and are broadly based on UKONS (UK Offset Newspapers).