

Mechanical Data

Horizontally, newspapers are divided into columns. Vertically they are split into centimetres. There are 9 columns to a tabloid page; 12 to a broadsheet. Between each column is a 2mm-wide gutter designed to make adjacent adverts stand apart from each other.

Below are some typical advertisement sizes shown at their actual size. The most common sizes are full or half page.

A full tabloid page is 350mm by 267mm (35 by 9 columns). This is about the size of a sheet of A3 paper, or twice this page.

A full broadsheet page as used in our Richmond & Twickenham Times series is 560mm x 357mm.

Sending Artwork

- Files can be accepted via:

Adfast (preferred method)

CD

Email (maximum file size – 5MB)

Please ensure a Unique Reference Number is quoted on all files. If no URN is available please contact your Sales Representative, who can also advise on delivery deadlines.

- The preferred format for all artwork is **PDF**. Other formats can only be accepted by prior arrangement with the Production Manager

- All colour artwork and graphics must be supplied as CMYK.
4-colour images: 300 dpi @ 100 lpi
Mono images: 300 dpi @ 85 lpi
(The use of colour text in less than 10pt is not advised)

- All PDFs must contain PostScript Type One fonts only. TrueType fonts **MUST NOT** be used. South London Newspapers will not load fonts on behalf of customers under any circumstances. All fonts must either be embedded into the supplied PDF or converted to outline.

- For any technical queries please contact:

020 8329 9419

For confirmation of file being received:

020 8329 9419

Production Manager:

020 8329 9417

Advertisement Sizes

