

Isle of Wight County Press

BRANNON HOUSE
123 PYLE STREET
NEWPORT
ISLE OF WIGHT
PO30 1ST

TEL: (01983) 521333

FAX: (01983) 527204

www.iwcp.co.uk

the news just gets better

INSTRUCTIONS ON THE SUPPLY OF ELECTRONIC COPY ARE AVAILABLE ON www.iwcp.co.uk/advertising
(see links at the bottom of the web page)

Notes on reproducing both full process colour and mono advertisements, fonts and other mechanical reproduction aspects.

We will accept electronic copy generated on the following:

PDF FILES (Portable Document Format) is our preferred electronic format

PDF files should be produced using certain settings to our specifications. These specifications can be obtained by contacting the company on 01983 535009 or by visiting the company website at iwcp.co.uk where you can view or download a pdf file. Please also check below for specific application notes when using these programs to produce a pdf file as there is not a default standard outside of using Adobe Distiller to make a pdf.

Information for Specific Applications



Adobe Photoshop

Graphics and scans required as CMYK

- TIFF - Actual image size in advert or larger and 300dpi with no compression set. Flatten Image.
- EPS - Actual image size in advert or larger and 300dpi with Tiff Preview. Flatten Image.
- JPEG - Actual image size in advert or larger and maximum quality setting at 300dpi.

Colour Photoshop EPS's should be single document with no desktop separations (no DCS 5 files)



Report to be included

We accept Mac jobs which contain Bitstream fonts that we hold (Please contact us for font information). **Please note the following when making PDFs in InDesign** - InDesign outputs all fonts as CID/composite fonts if you output directly to PDF instead of going through PostScript. CID/composite/double byte fonts cause problems on older RIPs used in the print industry. So when making a PDF in InDesign please OUTLINE the fonts used before making a PDF.



Adobe Illustrator

We accept files saved as epsf with text converted to 'outlines'

(NATIVE FORMAT NOT ACCEPTABLE).



Freehand

We accept files saved as epsf with text converted to 'paths'

(NATIVE FORMAT NOT ACCEPTABLE).



CorelDraw

EPS format with curves selected (under Export Command in the Corel Draw)

(NATIVE FORMAT NOT ACCEPTABLE).



Quark Xpress

Please use the 'collect for output' command in Quark Xpress before sending native Quark files to obtain all artwork used in the file. (Fonts will be subject to what we hold).

If you wish your job to appear as set, you should use Export - Layout as PDF and embed the fonts (PC/Mac).

When setting white or outline text out of a coloured or graphic background the trapping preferences must be set to 'knockout' and not left as default.



Microsoft Word

WORD DOCUMENTS CAN ONLY BE USED FOR LAYOUT PURPOSES*.

All embedded graphics must be supplied as separate pictures files ie: (jpg, eps or tiff).

If supplying text, it must be supplied in raw ASCII format.

*Later versions of Word can now export as PDF files, please check your version.

HOW TO REACH US



To speak to the Electronic Copy Desk team,
call: **(01983) 526741**



You can fax us on: **(01983) 527204**

AdFast

You can send your adverts to us by Adfast
www@adfast.co.uk

e-mail

You can e-mail your adverts:
adman@iwcpres.demon.co.uk

WE ALSO ACCEPT FILES ON THE FOLLOWING MEDIA:

Zipped Files/Folders, CD-R/CD+R (ISO 9660 format), DVD-R/+R in Data format, most of the common Memory Cards, USB Memory Sticks and HD (1.4mb) Floppy

PLEASE NOTE: We cannot guarantee the insertion of your artwork if it is not labelled with our Unique Reference Number (URN) in the filename

Please send all transmissions with a faxed copy of document to: **01983 821029**

FILE MANAGEMENT: Quark Xpress documents and any associated text or graphic files to be transmitted without file compression and should also include Collect Report. (Fonts contained within EPS files cannot be changed and should be made outlines, otherwise they will default to the Courier typeface when outputting).

FONTS: We hold the majority of the Bitstream and Ingram library and some Adobe/Monotype fonts. MAC/PC Postscript type 1 fonts.

ANY OTHER FONTS REQUIRED MUST BE EMBEDDED OR OUTLINED WITHIN THE DOCUMENT, OR THEY WILL BE SUBSTITUTED.

All files transmitted should be contained in a single folder.

TrueType, Multiple Master or Open Type fonts are to be avoided.

ELECTRONIC IMAGES of the specifications listed above are preferred over bromide or film as these will need to be re-scanned and quality cannot be guaranteed with the resultant scan.

PLEASE READ THE GUIDELINES BELOW BEFORE PROCESSING FILES USING OUR APPROVED APPLICATIONS:

GENERAL INFORMATION

EPS FILES should be saved with a PC TIFF preview.

ALL EPS/TIFF OR OTHER GRAPHIC FILES Including their source files, must be present on supplied media.

ALL JPG FILES should be sent at high quality 300dpi setting.

ALL COLOUR GRAPHICS, TINTS, PICTURES AND ILLUSTRATIONS must be CMYK process.

TINTS must be 20% or above.

COLOURED TYPE OR REVERSED TYPE must be 12pt or above for sans serif faces and 14pt or above for serif faces. (This is because serif faces are very fine, therefore much harder to print on web presses).

BLACK TYPE should contain no other colours.

SOLID 100% INK DENSITY TARGET IS: Cyan 0.8, Magenta 0.8, Yellow 0.7, Black 1.1.

DOT GAIN 28% at 50%.

DOT GAIN: This is the growth in dot size on a screen, picture or tint.

It is an aspect of newspaper production. It is mainly influenced by the type of paper being used, some being more absorbent.

When scanning by our staff we make adjustments to lighten the image (ie: screens, pictures, tints) thereby compensating for the dot gain.

THEREFORE: Artwork (ie: screens, pictures, tints) produced by customers and supplied to us should be lightened sufficiently to accommodate the dot gain, this way resulting in a good printed image.

SCREEN: In our print process is 100 lpi.

FOR COLOUR REPRODUCTION: The highlight should be 2%. Maximum ink=240%, Black ink limit=95%, GCR with UCA 57% (for Eurostandard inks).

FOR MONO REPRODUCTION: Highlight and shadow detail range is from 2% to 85%. Catchlights need carry no dot.

CURRENTLY: We do not support embedded ICC Profiles. **PLEASE DO NOT USE THEM.**

NO RESPONSIBILITY FOR OMISSIONS DUE TO COLOUR GENERATING ERRORS WILL BE ACCEPTABLE.

A MONOCHROME COMPOSITE PROOF MUST be provided with disk supplied artwork and if possible, a colour separated proof as well.

MICROSOFT PUBLISHER IS NOT SUPPORTED. Any artwork produced using this software would need to be sent as an individual file ie: TIFF, EPS, JPEG.

A printout copy of any text would need to accompany the artwork for resetting purposes.

IWCP TABLOID SIZES

County Press/Property Press/Weekender

	Length		Width
PAGE SIZE:	400 mm	x	310 mm
*Image area (excluding folio)	360 mm	x	283 mm
COLUMN SIZES			
(7 columns per page)	1 COLUMN	x	37 mm
	2 COLUMNS	x	78 mm
	3 COLUMNS	x	119 mm
	4 COLUMNS	x	160 mm
* Extra 1cm space allowed for folio and space.	5 COLUMNS	x	201 mm
	6 COLUMNS	x	242 mm
	7 COLUMNS	x	283 mm

IWCP SUPPLEMENT SIZES

Please phone for information on column sizes

LATEST COPY DEADLINES

TRADE DISPLAY ADVERTISEMENTS: MONDAY

HOUSES FOR SALE AND COMMERCIAL PROPERTY: TUESDAY NOON

MEETINGS AND ENTERTAINMENTS: TUESDAY 4 pm

CLASSIFIED: WEDNESDAY NOON

PLEASE NOTE, IF POSSIBLE, COPY SHOULD BE SENT PRIOR TO THE ABOVE TIMES. WE CANNOT GUARANTEE THE INSERTION OF COPY RECEIVED AFTER THESE TIMES.

PLEASE SPEAK TO COUNTY PRESS ADVERTISING MANAGER FOR DEADLINES OVER BANK HOLIDAYS AND CHRISTMAS/NEW YEAR.