



# THE SATURDAY MAGAZINE

## DISPLAY

SIZE	TYPE	TRIM	BLEED
DPS	275 x 510	300 x 530	306 x 536
PAGE	275 x 245	300 x 265	306 x 271
HALF HORIZONTAL	136 x 245	146 x 265	149 x 271
DPS HALF HORIZONTAL	136 x 510	146 x 530	149 x 536
HALF VERTICAL	275 x 120	300 x 130	306 x 136
QUARTER	136 x 120	146 x 130	149 x 136

## DISPLAY COLUMN MEASURES

1 Col = 37mm	3 Col = 120mm	5 Col = 203mm
2 Col = 79mm	4 Col = 162mm	6 Col = 245mm

**No live matter to appear within 10mm of trim : Bleed 3mm**

## CLASSIFIED

1 Col = 31mm	3 Col = 98mm	5 Col = 165mm	7 Col = 232mm
2 Col = 64mm	4 Col = 131mm	6 Col = 198mm	

**All mono / colour CLASSIFIED advertising can now be supplied direct to The Independent**

**Printing Process = Heatset web offset      Paper Stock = 52gsm Improved Newsprint**

## COLOUR SPECIFICATION (ALL DIGITAL)

UCR / GCR: 280% maximum • Screen: 150lpi • Dot Gain: 35% in 40% tone, 20% at 80%  
 Screen Angles: Standard Litho angles  
 Ink densities: Cyan 1.25, Magenta 1.25, Yellow .90, Black 1.60  
 Proof type: Colourbus. Printing on HP1050, 52gsm improved newspaper, to Newry specification.  
 Type Size: Only a minimum of 5pt is acceptable.

**ALL COLOUR DISPLAY ADVERTISEMENTS MUST BE SUBMITTED VIA OUR GATEKEEPER, KEENE REPRO LTD. ACTING ON BEHALF OF SOUTH QUAY REPRO**

◆ **COPY DEADLINE: 10 DAYS PRIOR TO ISSUE DATE** ◆

## MONO SPECIFICATION (ALL DIGITAL)

Advertisements must be encapsulated with fonts embedded/outlined.  
 Supplied via e-mail or FTP (see transmission details below)  
 Alternatively adverts can be supplied on CD/Zip disc in the same eps format.  
**Film or Quark collected jobs with font folders cannot be accepted.**  
 Image resolution: 240dpi. Linework: 1016dpi. • Dot gain adjusted for 35% in 40% tone, 20% at 80%.  
 Scans must be uncompressed TIFF/EPS in CMYK format.  
 Document size must be that of the space booked plus 3mm bleed if required.

◆ **COPY DEADLINE: 10 DAYS PRIOR TO ISSUE DATE** ◆

## TRANSMISSION

Keene Repro - FTP .....stingray.keenes.co.uk  
 Logon: independent  
 Password: independent

Keene Repro - E-mail .....production@keenes.co.uk  
 Keene Repro - Fax .....Tel: 0207 092 9769

Independent - E-mail .....nationalproduction@inuk.co.uk  
 Independent - Fax .....Tel: 0207 937 4122

## CONTACTS

Colour Information - Keene Repro .....Tel: 0207 655 8250  
 Repro Charges - South Quay Repro .....Tel: 0207 005 2870  
 Independent Display/Classified Copy .....Tel: 0207 938 6833  
 .....Tel: 0207 938 7359  
 .....Tel: 0207 938 6447