

Artwork

Specification

• CLIENT SUPPLYING ARTWORK ON DISK •

- Artwork can be supplied on either 3.5" floppy disk, 100MB or 250MB Zip disk, or CD rom. Please let us know if you would like the disk returned.
- Apple Macintosh versions accepted
 - Adobe Photoshop up to version CS2
 - Adobe Illustrator up to version CS2
 - Adobe In-Design up to version CS2
 - Quark Xpress up to version 4.0
- All files must be accompanied by a hard copy indicating the colour elements.
- Page layout files should be accompanied by all linked files, plus printer and screen fonts.
- Text in Illustrator files should be converted to outline, saved as EPS and be accompanied by any placed EPS's.
- If any font is not supplied, we reserve the right to substitute it with the nearest font available to us.
- The spot colour is determined by the Distributor.
- Formats other than EPS, PDF, JPEG and TIF must be authorised by our IT department.
- If you have any difficulty, please ring our Customer Careline on **01253 783226**.

• CLIENT SUPPLYING ARTWORK VIA ISDN •

- Artwork can be supplied via ISDN through Laserscan, our reprographic house.
ISDN NO: 01253 732488 FAX NO: 01253 737641 using software: 4 sight ISDN Manager 4.
- When sending files please place all the relevant fonts (printer & screen), eps and documents within a single enclosing folder, named as the advertisement and marked for the attention of OPG Copy Department.
- All ISDN transmissions must be accompanied by a fax showing the complete ad, as a hard copy.
- If you have any difficulty in connecting, please ring Laserscan on: 01253 739282.

• CLIENT SUPPLYING ARTWORK VIA E-MAIL •

- When sending files via E-mail, please inform us of the computer platform you are sending from i.e. Mac, PC.
If you are sending from a PC, please E-mail publication copy to copy@opg.co.uk and advertiser copy to customer care@opg.co.uk
- The size of computer files sent by E-mail must be under 5MB.
- Please supply ALL relevant computer files (detailed in "Customers supplying artwork on disk" section).
- Where possible please compress file, using a file compression utility such as Winzip or Stuffit, into one zip file.
- If E-mailed files sent keep corrupting you might be asked to send the files through another source i.e. disk.
- Please ensure that all files E-mailed are clearly labelled.
- If you have any difficulty, please ring our Customer Careline on **01253 783226**.

• MECHANICAL DETAILS OF OUR FULL TABLOID NEWSPAPER •

Double Page Spread (bleed into spine)	400mm x 595mm wide							
* Full Tabloid Page	400mm x 288mm						(7 columns)	
* Half Tabloid Page	200mm x 288mm						(7 columns)	
* A4 Portrait	280mm x 164mm						(4 columns)	
* Quarter Tabloid Page	100mm x 288mm	(6 columns)			or	200mm x 122 mm	(3 columns)	
* Eighth Tabloid Page	100mm x 122mm	(3 columns)			or	155mm x 80mm	(2 columns)	
COLUMN	1	2	3	4	5	6	7	
WIDTHS	ROP	40mm	80mm	122mm	164mm	206mm	248mm	288mm

* All sizes are actual image size (no trim required).

• WEB ADVERTISING •

- Tile on every page (140 pixels wide x 80 pixels high)
- Banner Ad on every page (411 pixels wide x 63 pixels high)
- All file formats accepted including Flash, JPEG and GIF.

Please note - Banner and Tile adverts may be shared by a maximum of 4 advertisers

• THANK YOU FOR SENDING US YOUR COPY •

Please can you indicate your reference number on all correspondence so we know exactly which publication it refers to.

Estate Agency News

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