

# THE INDEPENDENT

## THE INDEPENDENT (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: 120lpi • Dot Gain: 35% in 40% tone, 20% at 80%  
Screen Angles: Standard Litho angles

Ink densities: Cyan 1.25, Magenta 1.20, Yellow .90, Black 1.50

Proof type: Colourbus. Printing on HP1050, 52gsm improved newspaper, to Polestar 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 iSDN or ADS format to Transmission Manager **020 7005 2992/2993**.

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** 

### CONTACTS:

Colour Information - Keene Repro .....	Tel: 020 7251 2722
Keene Repro - ISDN .....	Tel: 020 7251 1370 / 020 7608 0811
Keene Repro - E-mail .....	production@keenes.co.uk
Repro Charges - South Quay Repro .....	Tel: 020 7005 2900
Independent Production .....	Tel: 020 7005 2920
Independent Production - ISDN .....	Tel: 020 7005 2992 / 2993
Independent Production - E-mail .....	nationalproduction@inuk.co.uk
Special printing specifications such as Gatefold etc.....	Tel: 020 7005 2900