

AL NISR GROUP

ADVERTISEMENT MATERIAL REQUIREMENTS

GENERAL GUIDELINES

- Any and all supplied materials are presumed to be correct and in accordance with Al Nisr Group stated requirements.
- Al Nisr Group will not be held liable for printing complications which may arise due to receipt of non-conforming materials.
- Al Nisr Group cannot guarantee legibility of 4-colour reverse type below 10 point and black & white reverse type below 6 point.
- Disks must only include advertisement related materials. Al Nisr Group is not responsible for any non-pertinent information on disks supplied.

HANDLING & DISPOSITION OF ADVERTISING MATERIALS

Please follow material deadlines for sending materials. All advertising materials should be provided securely packed and with a covering note specifying details regarding the publication & date of insertion, advertiser, agency and special instructions, if any. Materials received for insertion will not be released until after publication of issue. Requests for return of materials must be sent in writing. All materials will be kept on hand by publisher for 15 days following the original date of insertion, after which, these will be destroyed.

Macintosh Format

- QuarkXPress 3.32/4.1/5.01/ 6.5 (with Arabic XT if relevant).
- Adobe Photoshop 6.0/ 7.0/ CS) only for Images.
- Adobe Illustrator 8.0 / 9.0 / 10.0/ CS (with type converted to paths/outline and saved as an EPS file).
- Freehand 8.0 / 10.0 /MX (with type converted to paths/outline and exported as an EPS file).
- Adobe InDesign 2.0 / CS (with type converted to paths/outline and saved as an EPS file).
- PDF file Version 1.3, 1.4, and 1.5
- Print files (*.prn or *.ps).

Images (Linked or Embedded)

- Scans/digital images must be converted with Al Nisr Group supplied profiles from RGB to CMYK.
- Crop the images to required size as per artwork.
- Resolution: 300DPI (150LPI) for all linked or embedded images.
- Format: EPS/TIFF/JPG/PSD.

Overprint Attributes:

Only Black text can be 'overprint' on colour ground. Colour text should be 'knockout'.

Not accepted at any stage:

- DCS, Multitone, Multichannel (more than 4 channel i.e. CMYK), Duotone Images.
- Advertisements fully done in Photoshop containing text with only raster data.
- Advertisements with RGB Images or RGB Workspace or SPOT colors.

Software Updates:

Please check with us before using any updated or new versions of the software mentioned above.

Bleed advertisements:

Keep live matter 5mm from trim edges—head, face, foot and scuff. Additionally, for double page spread bleed advertisements, keep live matter 5mm from the spine.

IMAGE RESOLUTION

300DPI (150LPI) for all advertisements.

COLOURS

All colours must be built from process colours (CMYK). Spot colour advertisements, two and three colour advertisements should be built from CMYK.

AL NISR GROUP

ADVERTISEMENT MATERIAL REQUIREMENTS

WATERMARKS

The minimum standard values for screens in highlight areas (e.g. watermarks) is 5% + 2% extra in all colors for printing on Newspaper web.

COMPATIBLE MEDIA / MEDIUM

- Zip disk 100 MB / 250 MB / 750 MB
- CD ROM / DVD ROM
- FTP (Please contact your Sales Agent at Al Nisr Group for FTP Details)

WHAT TO SUPPLY

In order to ensure that files are properly output, please include the following:

1. The main advertisement file saved as EPS.
2. If required, all fonts used in the advertisement (Printer and screen fonts / True type font).
3. All linked files used in the advertisement.
4. Laser proof printed at 100% and must include full program identification, all related screen and printer fonts, documents, and encapsulated (EPS) files.
5. If it is not possible to print lasers at 100%, you must indicate the percentage at which the advertisement is printed.
6. Publication grade press quality digital proofs are required, calibrated to Al Nisr Group standards. For more information on Al Nisr Group standards, please email colourmanagement@gulfnews.com
7. A printout of the disk's contents.

MISCELLANEOUS

- Remove stray points before saving the artwork if Illustrator or In-Design is used.
- Do not submit colour files for black & white advertisements.
- Separate ZIP/CD/DVD to be provided for separate advertisements to avoid confusion.
- Use disinfectant software before sending your disk or uploading your advertisement.
- Advertisers should ensure that they have a duplicate copy of all electronic materials.