

**telegraphmediagroup**

## **Telegraph ST Supplements**

**Including Fashion, Men's & Kid's Supplement**

Standard Operating Specification

### **Contact: Telegraph Media Group**

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Repeat copy instructions to be sent to;

copychaser.ads@telegraph.co.uk

# Telegraph ST Supplement

## GRAVURE PRODUCTION SPECIFICATIONS

### Guideline Specifications for Digital Gravure Reproduction

#### Delivery Methods

Adsend	<a href="http://www.dubsat.com/adsend">www.dubsat.com/adsend</a>
Quickcut/Adstream	<a href="http://www.adstream.com">www.adstream.com</a>
Specle	<a href="http://specle.net">specle.net</a>
Qmuli	<a href="http://www.qmuli.com">www.qmuli.com</a>
Telegraph Customer Response	email link service

**Please contact us to request a Telegraph Customer Response email link**

#### Media Supply

Media to contain only files required for the job, to be accompanied by a printout of contents, information concerning media format, file format, file names and digital proofs.

#### Template

Template delivered as Double Page Spreads and/or Left and Right Pages all including bleed carry Trim and Spine Marks all positioned outside live area.

#### File Name

Please ensure that the file contains product title (e.g. Sunday Telegraph Magazine and the Publication Date. Orientation Page orientation: Portrait. Data orientation: 1.

<b>First Printing Tone</b>	5% All colours.
<b>Style of Black</b>	Skeleton
<b>Detail Contrast</b>	Settings to produce smooth flesh tones and to avoid strong black outlines.
<b>UCR</b>	Normal subjects C 70%; M 65%; Y 65%; B 95% (Max)
<b>Max Coverage</b>	320%

Important details should have a minimum of 5% in the relevant colour channels. Technical elements i.e fonts and colour panels should have at least 7% per channel as lower tone values are the more sensitive to process variations (for instance colour deviations, smoothness of the print result)..

#### Tints and Images on white paper

Single colour tint on white paper 15% minimum dot. Multi colour tint on white paper 8% minimum dot

<b>Text and Reverse type</b>	Minimum 6pt for standard fonts, script and fine serif fonts 10pt
<b>Type</b>	Minimum 10pt type, dominant colour for shape, secondary colours spread
<b>Bleed</b>	5mm on all sides
<b>Live Text Position</b>	No important text matter within 5mm of trim

#### Colour Proofing

Colour proof must be made from the digital data delivered to the printer.  
Standard: According to Epson 4880 or Epson 4800.

<b>Paper:</b>	GMG Semi Matte
<b>Match:</b>	ISO_39L (ISOcoated_v2_300_eci ) for TEXT
<b>Match:</b>	ISO_39L (ISOcoated_v2_300_eci ) for COVER

**Control:** FOGRA Media Wedge Strip and Filename each spread.

ICC profiles are obtainable from GMG: GMG Website or Telephone: 01603 789111.

#### Copy

Copy should be supplied 21 days prior to publication. Late copy facility by negotiation.

# Advert Dimensions

Full Page Trimmed	290mm x 230mm
Full Page Bleed	296mm x 236mm
Full Page Type Area	270mm x 210mm

DPS Page Trimmed	290mm x 460mm
DPS Page Bleed	296mm x 466mm
DPS Page Type Area	270mm x 440mm

Half page Horiz Trimmed	138mm x 230mm
Half page Horiz Bleed	144mm x 236mm
Half page Horiz Type Area	118mm x 210mm

Half Page Vertical Trimmed	290mm x 110mm
Half Page Vertical Bleed	296mm x 116mm
Half Page Vertical Type Area	270mm x 90mm

These Diagrams are visual only, the dimensions are on spec above

