



Advertising Specifications



Print Ad Specifications

Specification for the supply of colour/mono adverts in digital format, direct to independent newspapers/ production house

This specification provides guidelines for the establishment of good working practices in the creation of advertisements to be supplied to independent news & media. By following these procedures, the full benefit of supplying in digital format – optimum quality of reproduction and maximum efficiency for the advertiser in the timing and cost of delivery of advertisements – can be achieved. Should you require any further information, advice or assistance regarding the digital supply of advertising, please contact one of our staff listed. This specification relates to the supply of colour advertising materials in digital format for the following publications: Irish Independent, Sunday Independent, Farming Independent, Property Independent, The Herald and all relevant supplements.

Digital colour/mono adverts direct to independent newspapers

Colour files will be accepted directly through the adsend service to independent newspapers:
Adsend support/ mediainc contact Dave O'Reilly; Call: +353(87)246 0128 | email: info@mediainc.ie

Digital colour/ mono adverts – direct to nominated production house

Independent newspapers will accept colour advertising either directly through **adsend** or through any nominated gateway using adsend.

Typefaces

- We recommend the use of sans serif typefaces for clarity
- Fine serif typefaces should be avoided
- For clarity and legibility, we recommend 12 point type or larger.

Reverse type

- Due to the nature of the newspaper printing process, the minimum point size for reverse out text in colour is 14 point
- Fine serif typefaces should be avoided in reverses. Fonts with fine lines tend to fill in with ink during the printing process especially when using colour
- Reverse out text using colour should not be of more than 2 colours.
- We do not recommend reversing type out of 4-colour

Graphic file format (colour)

- Scan resolution: 200dpi
- CMYK images, all separated elements within the file should have a total ink weight of no more than 240
- Images should be saved with no embedded profile
- Spot colours must be converted to process in Indesign/Illustrator for linework
- 4-colour black is unacceptable. Colour can shift misregistration occurs.

Page size area and column measures

Page type area – broadsheet (8 column page) 340mm x 530mm – Irish/Sunday Independent

Tabloid (6 column page) 255mm x 330mm – The Herald/Irish Independent

Tabloid (8 column page) 272mm x 340mm – Belfast Telegraph

Column measures - The Herald /Irish Independent

1 column 40mm
2 column 83mm
3 column 126mm
4 column 169mm
5 column 212mm
6 column 255mm
7 column 298mm
8 column 340mm

Column measures - Belfast Telegraph

1 column 32mm
2 column 66mm
3 column 100mm
4 column 134mm
5 column 168mm
6 column 203mm
7 column 237mm
8 column 272mm

Digital Ad Specifications

Creative	Dimensions WxH in pixels	Max Initial File Load Size	Animation/Video Guidelines	Z index range
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Standard Formats

MPU	300 x 250	200 KB	15 sec max animation length. Video not allowed.	0-4.99
Leader board	728 x 90			
Super LB	970 x 90			
Billboard	970 x 250			
Half Page	300 x 600			

Mobile Web Specifications

MPU	300 x 250	200 KB	15 sec max animation length.	0-4.99
Adhesion Mobile Banner	320 x 50	50 KB		

In App Specifications

MPU	300 x 250	200 KB	15 sec max animation length	0-4.99
Adhesion Mobile Banner	320 x 50	50 KB		

Video Specifications

Max Video Length	30 seconds for Pre-roll, 60 seconds for In-Article video
Format	H.264 (MP4) and WebM video file types must all be included within each video creative (other formats may be included but may not be used)
Aspect Ratio	720p or below is required, the optional inclusion of 1080p is recommended – either 16:9 or 4:3 aspect ratios are acceptable. Examples of each are 16:9 – 854x480; 1280x720; 1920x1080 and 4:3 – 480x360; 720x540; 960x720
Audio Format	MP3 or AAC preferred
Frames per second	Up to 30 fps
Maximum File Size	4 MB

Section Take Overs

Section takeovers are special sections and can be filled with a combination of standard formats:

- 2 Skins: 170x1086 (Static only) gif, png or jpeg images (max. file size 200KB)
- 1 Half Page 300x600 and 1 MPU 300x250 or 2 MPUs
- 1 Billboard 970x250 or 1 Leader board 728x90 or 1 Super Leader board 970x90
- 1 320x50 for running on Mobile

Contact Details

Operations manager print advertising

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Production supervisor print advertising

Eleanor Horan

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Nominated production house: Typeform Repro

Derek Skehan

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Email: dereks@typeform.ie

Digital Ad Operations

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