



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 / Sunday World**

Column measures

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

Digital Ad Specifications

Creative	Dimensions WxH in pixels	Max Initial File Load Size	Animation/Video Guidelines	Z index range
Standard Formats				
MPU	300 x 250	200 KB	15 sec max animation length. Video not allowed.	0-499
Leader board	728 x 90			
Super LB	970 x 90			
Billboard	970 x 250			
Half Page	300 x 600			

Accepted creative formats – Image files (.jpg, .png or .gif), HTML5 and Campaign Manager 360 Ad Tags or Third-Party Ad Tags

Mobile Web Specifications				
MPU	300 x 250	200 KB	15 sec max animation length.	0-499
Adhesion Mobile Banner	320 x 50	50 KB		
In App Specifications				
MPU	300 x 250	200 KB	15 sec max animation length	0-499
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)
Dimensions	Either an aspect-ratio of 16:9 (eg 854x480, 1280x720, 1920x1080) or 4:3 (eg 480x360, 720x540, 960x720). Resolution should be at least 720p, 1080p is recommended.
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

* When designing Reskin formats please do not have important logos, images, small print or T&C's lower than 650 pixels from the top of re-skin. This is to ensure any users who have a smaller laptop screen resolution, will still see all of the format's essential info. The Reskin always remains static above the fold on the page even when scrolling down and is therefore always in view. We recommend that the image/text is no wider than 140px within the dimensions of the ad.

Interscroller

- Dimensions: W-320 H-480. Max initial file size: 100kb. Max subload: 1mb. Max user-initiated animation/video/sound file size: 4mb. Animation duration: 30 seconds max, 15s recommended. Logos or images to be included should be in JPEG, PNG or SVG format. Please include all copy, Click URL's, Call to Action and tracking links (optional). Preview link can be provided prior to go live.

Important info to note for Interscroller:

User should only have to take MAXIMUM 3 swipes of the screen in order to scroll past. Video asset must be in MP4 format and 9:16 aspect ratio (portrait mode). Mediahuis Ireland recommends uploading the highest quality video possible up to the 4mb limit. All concepts/storyboards must be submitted at least 10 working days before the campaign live date. Click-through URL should be for a page that is optimized for a mobile browser. All images and content are appropriate to the general audience nature of the page. All assets must be SSL compliant - securely served (https://). The ad cannot alter Mediahuis Ireland brand, or alter the page layout, navigation, design or content. The ad cannot try to launch in a new browser window (pop up/pop under) or shake the browser window. Minimise the device load for the user as much as possible - ads causing excessive load will be rejected.

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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