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.
- All Transparencies should be flattened. It should be noted that the Asura system will not check this. Al Nisr Group will not be held liable for discrepancies arising due to non-flattening of transparencies.
- 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.

MATERIAL FORMAT

PDF file Version 1.4 to 1.6
Please visit http://addesk.gulfnews.com/resource/PDF%20Settings.htm for PDF setting files for Adobe Acrobat Distiller, Adobe Illustrator, Adobe InDesign and QuarkXpress.

Please Note: If white space is required in an advertisement without a border, please follow the attached document to create system generated crop marks. Note that the crop marks should exactly define the Booking Size.

Annexure –I.pdf

PDF Specifications
- Resolution: 300dpi.
- Mode: CMYK.
- All Fonts Embedded.
- All Transparencies should be flattened.
- The PDF file should match the exact booking size without any extra white space.
- PDF files should not have crop marks, trim marks, document header or any other information.
- The dimensions of the PDF file for Bleed artworks should match the exact bleed size without crop marks or extra information.
- Information regarding crop marks, trim marks, document header or any other information can be provided only in the printout and not in the PDF file.

File naming:
Please do not use any special characters (e.g. / : ! .. % etc) in the filename.

Overprint Attributes:
Only Black text can be 'overprint' on colour ground. Colour text should be 'knockout'. If Overprint is found in an advertisement, it will be converted to 'Knockout'. Gulf News will not be responsible for any discrepancies which may arise due to this action.

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Advertisements fully done in Photoshop containing text with only raster data:
This type of advertisement is not recommended. However, if the material is supplied in this format, Gulf News will process it. Gulf News will not be responsible for any discrepancies which may arise due to this action.

Not accepted at any stage:
- DCS, Multitone, Multichannel (more than 4 channel i.e. CMYK), Duotone Images.
- Advertisements with 'Outline' text.

BLEED ADVERTISEMENTS
Keep live matter 10mm from trim edges—head, face, foot and scuff. Additionally, for double page spread bleed advertisements, keep live matter 5mm from the spine.

COLOURS
- All colours must be built from process colours (CMYK). Spot colour advertisements, two and three colour advertisements should be built from CMYK. RGB colours are not recommended. However, any RGB colour encountered in the file will be automatically converted to CMYK with USWebCoatedSWOP (V2) colour profile. Gulf News will not be responsible for any discrepancies which may arise due to this action.
- For information on Al Nisr Group Colour Profiles, please visit http://addesk.gulfnews.com/resource/PDF%20Settings.htm. The DIP Press Profiles are also updated in this page.

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

COMPATIBLE MEDIA / MEDIUM
- CD ROM / DVD ROM
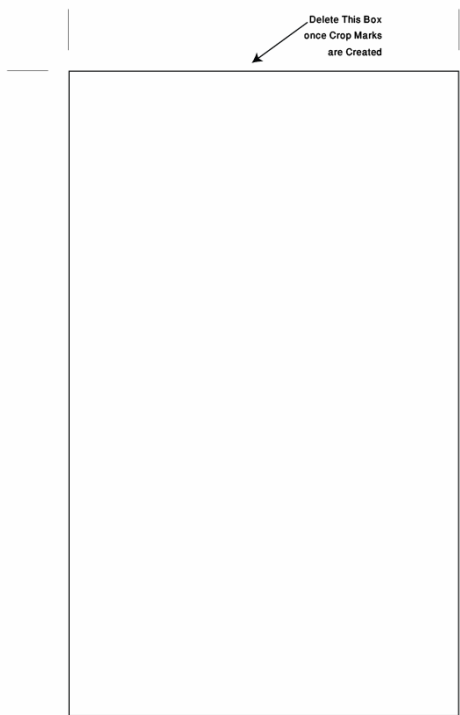- Asura Online (Please contact your Sales Agent at Al Nisr Group for log-in details)

WHAT TO SUPPLY
In order to ensure that files are properly output, please include the following:
1. Laser proof printed at 100%. If it is not possible to print lasers at 100%, you must indicate the percentage at which the advertisement is printed.
2. 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.
3. A printout of the disk's contents.

MISCELLANEOUS
- Do not submit colour files for black & white advertisements.
- Separate 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.

Adobe Illustrator - [Untitled-3 @ 129.37% (CMYK/Preview)]

File Edit Object Type Select Filter Effect View Window Help

No Selection   Fill: Stroke: Brush: Opacity: 100   % Style: X: 0 cm   Y: 0 cm   W: 0 cm   H

Delete This Box
once Crop Marks
are Created

129.37%   Selection