Digital delivery specifications for advertising material in the Irish Farmers Journal and Irish Country Living

Quicklist for supply of copy:

Deadlines for copy

Irish Country Living,
Focus Features & Toplink Mondays - 5pm
Journal 1 Tuesdays - 5pm
(Please have copy delivered well in advance of deadline,
so that any alterations/corrections may be made)

Preferred Format

Hires PDF
Hires EPS or JPEG

Delivery method

Please confirm size and colour mode of booking before
transmitting any advert copy
For files larger than 5mb use *ifjdisplay@gmail.com*
Digital disk by post to Advertising, Irish Farmers journal,
Irish Farm Centre, Bluebell, Dublin 12

Naming convention

File should be marked with the URN
(unique reference number - if available)product name
and issue date of insertion. Eg 846251massey170509

This document will nominate our preferred methods for advert copy delivery. It will provide guidelines for the establishment of good working practices in the creation of advert copy to be supplied to The Irish Farmers Journal. By following these methods, the full benefit of supplying digital copy for adverts to The Irish Farmers Journal can be achieved.

All advertisement material must be supplied to the exact dimensions specified in the booking and in the correct format. Should they not be, the publisher reserves the right to alter the file or omit the advert altogether without referral. Any such alterations will be chargeable and the publisher accepts no responsibility for any errors, which may occur as a result.
Like wise, any corrections requested by the advertiser after supplying the copy will be rechargeable and again the publisher accepts no responsibility for the accuracy of such alterations.

Mechanical Data

Irish Farmers Journal ROP

Type area: 340mm x 262mm
Display pages – 6-column format
Column width: 40mm with 4.233mm inter column gutter

Classifieds section

Type area: 328mm x 262mm
Display pages – 7-column format
Column width: 34mm with 4.233mm inter column gutter

Irish Country Living

Type area: 320mm x 250mm
Display pages – 6-column format with 4.233mm inter column gutter
Column widths:
    1 col = 38mm
    2 cols = 80.5mm
    3 cols = 123mm
    4 cols = 165mm
    5 cols = 208mm
    6 cols = 250mm

Bleed sizes

Full Page Bleed	350mm x 285mm (Trim 340x275)
Half Page Vertical with bleed	350mm x 146mm (Trim 340x136)
Half Page Horiz. with bleed	177mm x 285mm (Trim 167x275)

Copy Format	Hires CMYK PDF X1-a compatible with Acrobat 4 (PDF 1.3) with all fonts embedded, for print in newsprint.
	InDesign doc with relevant images and fonts
	Hires flattened EPS or JPEG no less than 200dpi
	(Note: dpi higher than 200 is not necessary)
	TIFF with no LZW compression

Please ensure any final files sent in for production should be one layer, have all fonts embedded and should not contain any non-printable layers. We have the capacity to prepare adverts from scratch in house. Please be aware that as this takes more time and copy should be sent in as early as possible. We can layout adverts for customers and should this service be required the following should be noted:

Text should be in an unformatted text file
Any images should be in CMYK and have a resolution no less than 200dpi
Pre-scanned images should be scanned at 600dpi,
gaussian blur applied and then resaved at 200dpi

Graphic File Format

Scan resolution: 200dpi
All images should be saved in CMYK mode
All separated elements within the file should have a total ink weight of no more than 240% with black at maximum 94%
Images should be saved with no embedded profile

Typeface recommendations

If the typeface cannot be output, an alternative will be used in-house.
We recommend the use of Sans Serif fonts, avoiding any finer typefaces.
For clarity purposes black type on white should be no less than 7pt
For reverse text we recommend 12pt as a minimum. Smaller, finer typefaces should be avoided as they tend to fill in when printed and we cannot guarantee perfect reproduction.

Important Note on text in colour adverts

Please be aware 4-colour black is not acceptable on fonts. Colour can shift and misregistration of type becomes more visible.
When preparing files for reproduction in The Irish Farmers Journal, consideration should be given to the how the paper is printed and following the above guidelines should result in the best possible output. Due to the nature of the newspaper printing process, any files that fail to meet the above criteria, cannot be guaranteed to produce at an optimum level.

Checklist for Supplier

Is the document in suitable format and profile: i.e. PDF, Illustrator, Acrobat PDFx 1a.
Are all images included, CMYK and no less than 200dpi
Are all fonts embedded and solid black
Is a colour proof supplied
Is the File named accordingly

Contact list

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