

RTE GUIDE

TECHNICAL SPECIFICATIONS

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|---|---------------------------|----------------------------|
| Double Page Spread Type Area = 275mm x 436mm | Trim Area = 297mm x 456mm | Bleed Area = 309mm x 468mm |
| Single Page Type Area = 275mm x 208mm | Trim Area = 297mm x 228mm | Bleed Area = 309mm x 240mm |
| Mini Page Type Area = 200mm x 152mm | Trim Area = 210mm x 162mm | Bleed Area = 216mm x 168mm |
| 1/2 Page Horizontal Type Area = 137mm x 208mm | Trim Area = 147mm x 228mm | Bleed Area = 153mm x 240mm |
| 1/2 Page Vertical Type Area = 275mm x 101mm | Trim Area = 297mm x 111mm | Bleed Area = 303mm x 117mm |
| 1/4 Page – Double Column Type Area = 137mm x 101mm | Trim Area = 147mm x 111mm | Bleed Area = 153mm x 117mm |
| 1/4 Page - Single Column Type Area = 275mm x 46mm | Trim Area = 297mm x 58mm | Bleed Area = 303mm x 64mm |
| 1/4 page – Horizontal Type Area = 68mm x 208mm | Trim Area = 73mm x 228mm | Bleed Area = 83mm x 240mm |
| 1/3 Page - Single Column Type Area = 275mm x 63mm | Trim Area = 297mm x 75mm | Bleed Area = 303mm x 81mm |
| 1/3 Page - Horizontal Type Area = 90mm x 208mm | Trim Area = 99mm x 228mm | Bleed Area = 105mm x 240mm |
| Strip Sponsorship Ad Type Area = 25mm x 208mm | | |

MATERIALS REQUIRED

RTE Guide Advert Specification

All ads supplied to the RTE Guide must conform to the following specifications for reasons of quality and compatibility. Any deviation from these specifications will result in the ad being rejected. RTE will not modify or correct content of any files that do not conform to the specifications below.

Format

All files must be supplied in print ready PDF format. PDF files must be distilled for print reproduction using the CMYK offset process. An Acrobat Distiller settings file is available from RTE to ensure that PDF's are generated correctly.

NB. All ads must be accompanied by a contract proof using an approved medium such as CMYK chromalin, Iris, Kodak Approval. If there is no proof supplied, Ad colour will be at the Printers discretion. RTE are not responsible for quality if an acceptable quality proof does not accompany the digital files.

Delivery

Files maybe sent via ISDN line at the following numbers

+353(0)1 260 9023

+353(0)1 260 9024

+353(0)1 260 9026

Files may also be sent via mail on CD-Rom or DVD.

File Structure Specifications

Ink Colour

Only CMYK Process colour is acceptable. If spot colour has been specifically requested when booking the ad spot colour will be accepted. No RGB colours are acceptable.

Scanning Max Density 240% - 260%

UCR

Breakpoint 55%

Slope 70%

Images

Minimum resolution of images:

Continuous tone: 300dpi/12dpmm

Linework: 1200dpi/48dpmm

Fonts

Only Type1 Postscript fonts are recommended. Truetype fonts are not supported by RTE. All fonts must be embedded in the PDF files.

Minimum type size for reverse type is 6 points, minimum type size for process coloured type is 10 points.

Registration Marks

All ads must include registration marks to define the ad size including any white-space. Registration marks must be offset from the bounding of the ad by 6mm.

Bleeds

If the ad is designed to bleed from a page the image must extend at least 3mm beyond that trim. A type safety margin of 3mm must extend around the inside of any bleeds to prevent trim off of text.

PDF General Setup

Compatibility

PDF Version: 1.3

PDF Compression Setup

Colour and Grayscale Images

Compression: Automatic

Quality: Maximum

Resample to 300dpi for images above 450dpi

Monochromatic Images

Compression: CCITT Group 4

Resample to 1200dpi for images above 1800dpi

Anti-Alias to gray: OFF

Compress Text and Line Art: OFF

PDF Fonts Setup

Embed All Fonts: ON

Subset Embedded fonts: ON Font usage less than: 50%

When Embedding Fails: Cancel Job

PDF colour Setup

Settings File: None

Colour Management: Leave Unchanged

Intent: Default

Preserve Overprint Settings: ON

Preserve UCR and Black Generation Settings: ON

Transfer Functions: Preserve

Preserve Halftone Information: OFF

PDF Advanced Setup

Use Prologue.ps ... : OFF

Allow PS file to Override Job Options: OFF

Preserve Level 2 copypage Semantics: ON

Save Portable Job Tickets inside PDF: ON
Illustrator Overprint Mode: ON
Convert Gradients to Smooth Shades: ON
ASCII Format: OFF
Process DSC Comments: ON
Log DSC Warnings: OFF
Resize Page and Center Art for EPS Files: ON
Preserve EPS Information from DSC: ON
Preserve OPI Comments: ON
Preserver Document Info from DSC: ON

If there is any doubt about any of the above specifications or enquiries about suitability of other formats please do not hesitate to contact deirdre.odonoghue@rte.ie Tel: (01) 208 3490

TERMS AND CONDITIONS

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|-----------------------------------|--|
| Published weekly: | On sale Wednesday |
| Latest date for completed copy: | 7 days before sale day (Wednesday) |
| Latest date for competition copy: | 13 days before sale day (Friday) |
| Booking deadline: | 14 days prior to sale date of publication and all bookings must be confirmed in writing. |
| Cancellation: | Cancellations must be in writing and will not be accepted after booking deadline for that particular issue. |
| Refusal of Advertisements: | The RTÉ Guide reserves the right to refuse any unsuitable advertisements. Content of advertisement copy is the sole responsibility of the client and the RTÉ Guide accepts no responsibility for its subject matter. |
| Payment: | Terms are 30 days from date of invoice |

INSERTS

Maximum Size: 294mm x 215mm (loose) 297mm x 228mm (bound in)
Minimum Size: 148 x 110mm (loose)
Recommended Minimum Paper Weight: 135gsm
All insert bookings are subject to a sample being supplied to be tested and approved by our printers.

NB. Please contact deirdre.odonoghue@rte.ie for full insert specifications.

PRODUCTION CONTACT

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