

RATECARD

CALCULATING NEWSPAPER

ADVERTISING COSTS

A 'Single Column Centimetre' (scc) is the base unit used to calculate the cost of newspaper advertising and is 1cm in height x 1 column in width (the pages of our newspapers are 34cms high and 7 columns wide - 268mm).

The cost of your advertisement is determined by the rate per scc charged by the newspaper, which is then multiplied by the number of scc's in your advertisement.

When calculating the rates for a display ad, determine the height of your ad in cms and then multiply by the number of columns wide. Below is a grid to help you work out how many columns wide your ad is.

DISPLAY COLUMN SIZES

1	2	3	4	5	6	7
35mm	73mm	112mm	151mm	190mm	232mm	268mm

Once you've worked out the size of your advertisement you can find out how much it is going to cost.

WORKING EXAMPLE

Half page in the Evening Standard (17cm high x 7cols wide)

Total column centimetres = $17 \times 7 = 119$

SCC rate = £295

$119 \times 295 =$

£35,105

(total column centimetres) x scc rate = total cost



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- All files transmitted to us should be in Adobe Portable Document Format (PDF)
- Files should be sent to the size of the media box
- Files should be sent in with a transparent background
- Files should be sent in the form of PDF 1.3 via one of the options below, and must be PDF/X-1a compliant
- Colour CMYK. Pantone with appropriate CMYK Mapping is accepted but not recommended
- Fonts - All fonts MUST be embedded, Type 1 or True Type only
- Neither custom transfer functions nor custom halftones are accepted
- Image Resolution
- Newsprint 200dpi

FILE PREPARATION

- PDF Files should have no border
- Ink weight should not exceed 240%
- Reverse out white or coloured text should be no smaller than 10pt bold and should not be compressed
- Reverse out text should not be more than two colours
- Any component that contains 100% Black "only" is automatically set to overprint within the dng media workflow. It is recommended that a 2% cyan, magenta and yellow tint is added to the black component to eliminate any colour bias
- Fine Serif Type faces should not be used
- Body text must be single colour or two colour at most, and no less than 8pt in size and also not compressed
- Line weight must not be less than 1pt

COLOUR IMAGE PARAMETERS

- Total ink weight = 240%
- Dot Gain @ 40% = CMY 27% - K 32%
- Black start at 45%
- Max black 85% (Skeleton Black)
- UCR (No G.C.R)
- Min dot = 3%
- Max dot = 90%
- Colour Profile ANM-FLEXO-NEWSPAPER.icc