

APEX PRESS AND PUBLISHING

ADVERTISER'S MANUAL

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1. DIGITAL ARTWORK FORMAT

Electronic ads must be created on Macintosh (not IBM). Artworks must be supplied using PDF format only, (for more technical data about saving ads in a PDF Format turn to **PAGE 2-GUIDELINES FOR PDF ARTWORKS**). Ads must be sent on CD or using the FTP turn to (**PAGE 6-FTP DETAILS**).

*We make every effort to reproduce your ads to the highest quality, however we do not take any responsibility for the quality of the printed material.

All ads should use a minimum font size of 9, depending on the font used, any text on dark backgrounds should be a minimum of **12** points depending on the font used

Fonts used on darker backgrounds should be bold and a minimum size of 12 points

2. GUIDELINES TO CREATE A PDF

Apex Press and Publishing will accept artwork in the PDF format (based on the following guidelines):

1. The PDF should be compatible with Acrobat 4.0 (PDF1.3)
2. Do not use any sort of password protection and encryption within the PDF
3. Do not compress the PDF

Pre-distilling:

1. All images should be scanned at 300 pixels per inch. Colour correction should also be done
2. All images must be converted to **CMYK**
3. For best results use the uncompressed TIFF or self-contained EPS format
4. Proper sizes should be observed for artwork creation
5. All colours used within the artwork must be **CMYK** (Cyan, Magenta, Yellow and Black)
No RGB or spot colours to be used on any images/text.

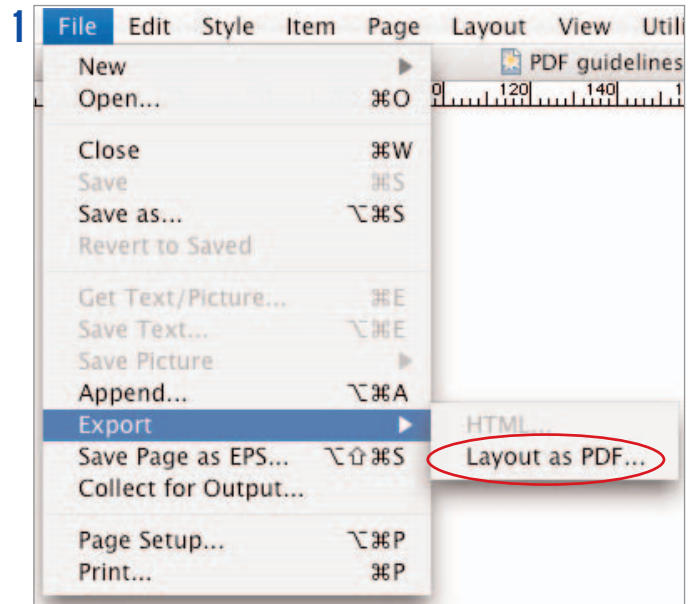
Post distilling:

1. **Check for discrepancies in artwork**
2. Any errors while distilling or opening the document should be rectified before submission
3. **DO NOT** crop Artwork once converted to PDF

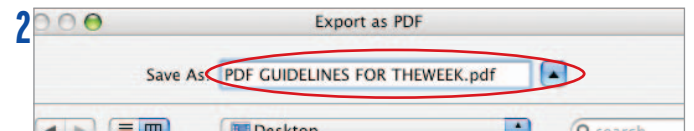
A. PDF FROM QUARK X PRESS 6.1

For users of QuarkXPress 6 users or above PDFs can be created directly using the 'Export > layout as PDF' command. For users below this version the setting will differ.

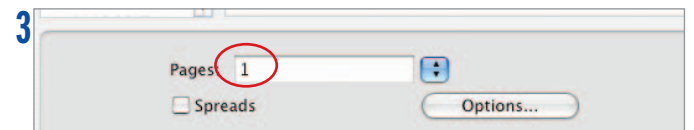
1. Go to file and export layout as PDF



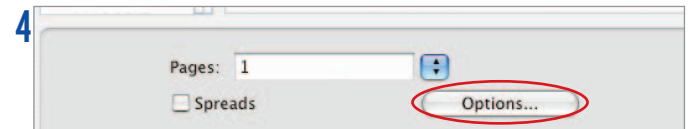
2. Save As: Specify the file name



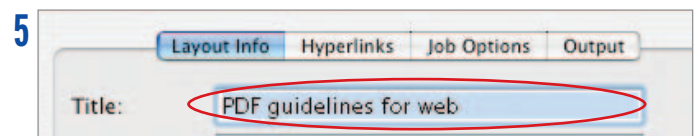
3. Pages: Specify the page number from the Quark document you want to PDF,
Spreads: Just switch the spread button on to PDF a spread



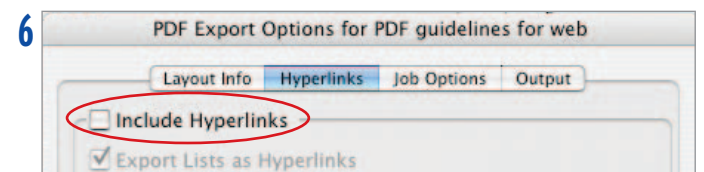
4. Click on your options button



5. Layout Info: Specify your file name



6. Hyperlinks: This box should be switched off



7. Job Options:

- a. Embed all fonts should be switched on
- b. Subset fonts below: 100%
- c. Compression options

Colour Images

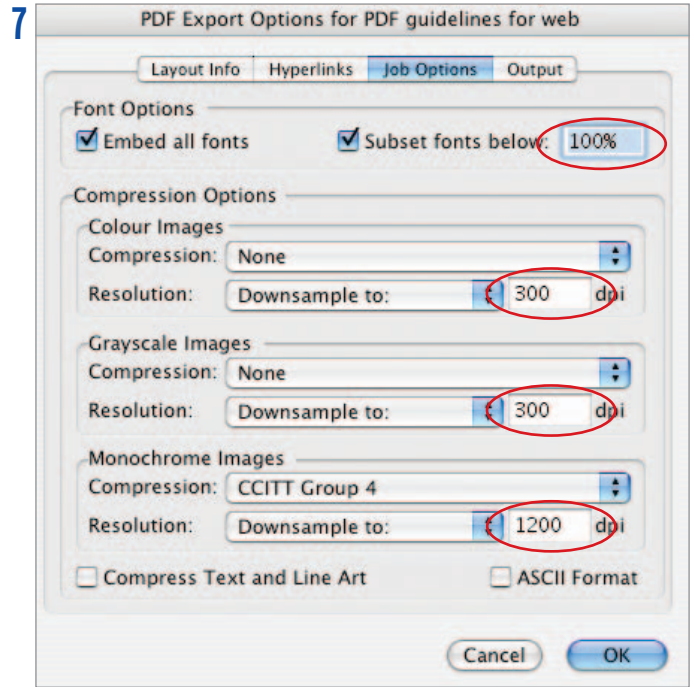
Compression: None
Resolution: Downsample to 300dpi

Grayscale Images

Compression: None
Resolution: Downsample to 300dpi

Monochrome Images

Compression: CCITT Group 4
Resolution: Downsample to 1200dpi



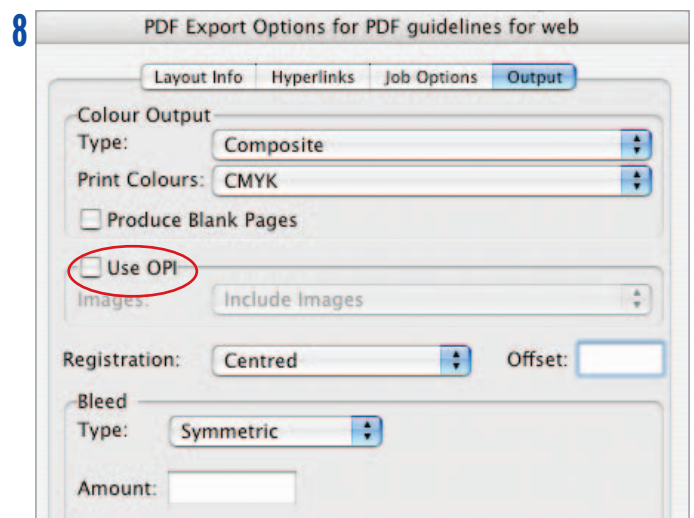
8. Output:

Colour Output

Type: Composite
Print Colours: CMYK

Use OPI should NOT be switched on

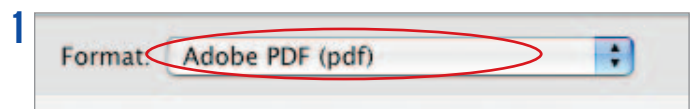
Registration: Centered
Bleed Type: Symmetric



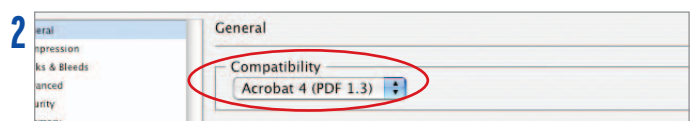
B. PDF FROM ADOBE ILLUSTRATOR CS

All artworks created in Adobe Illustrator should be flattened in Adobe Photoshop
These are PDF settings for Illustrator CS. The settings can differ any other versions.

1. Save As: Specify the file name and make sure you are saving the file as Adobe PDF (pdf)



2. Compatibility: This must be set to Acrobat 4(PDF 1.3)



3.Compression:

a. Colour Bitmap Images

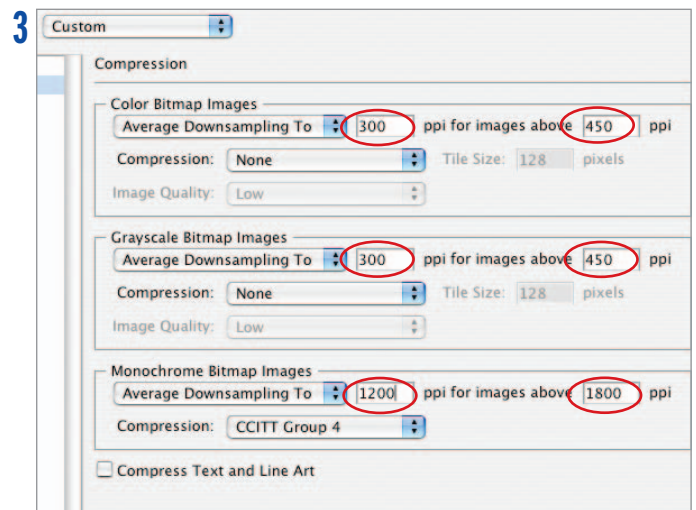
Average Downsampling To 300ppi for Images above 450ppi
Compression: None

b. Grayscale Bitmap Images

Average Downsampling To 300ppi for Images above 450ppi
Compression: None

c. Monochrome Bitmap Images

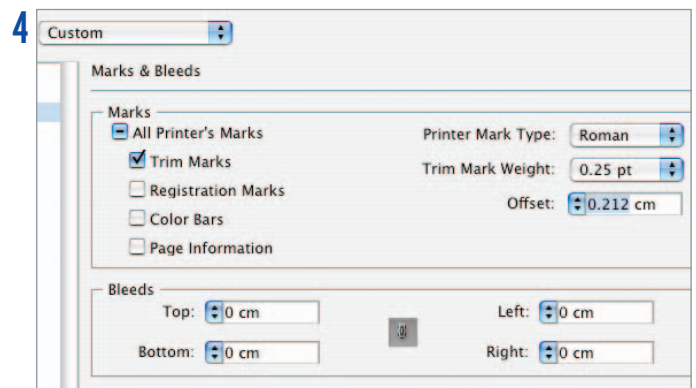
Average Downsampling To 1200ppi for Images above 1800ppi
Compression: CCITT 4



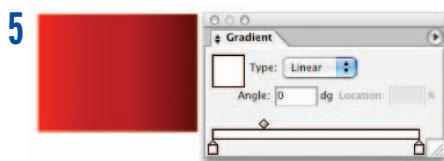
Compress Text and Line art should **NOT** be switched on

4.Marks and Bleed:

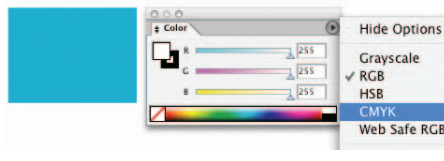
There are no bleed advertisements in TheWeek, trim marks are necessary though



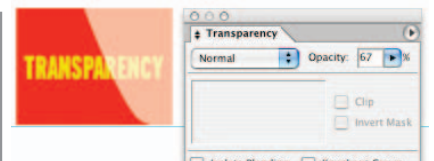
5.Gradients, Transparency and Spot Colours



All gradients created in Illustrator must be **flattened** in Photoshop or it may not print correctly



All **spot colours or RGB colours** must be converted to **CMYK**



Any amount of **transparency** used in an artwork must be **flattened** in Photoshop

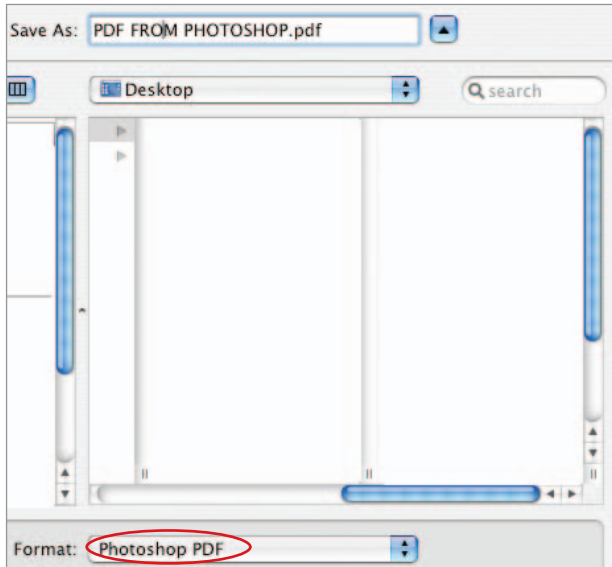
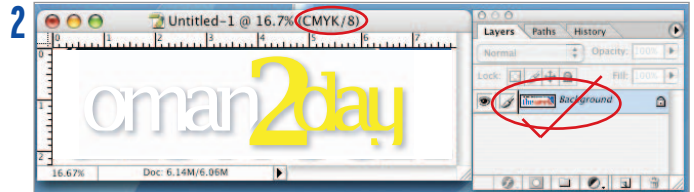
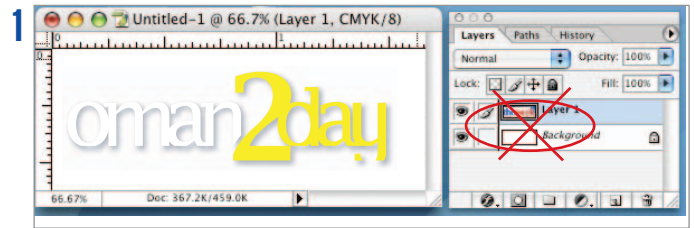
6. Preventing missing fonts:

You must convert all your fonts to **outlines** before saving a PDF



C. PDF FROM ADOBE PHOTOSHOP 7

Artwork created in Photoshop must be flattened (Refer 2) and the colour mode set to **CMYK** before saving as a Photoshop PDF file. No files must be saved as PDF with additional layers (Refer 1)

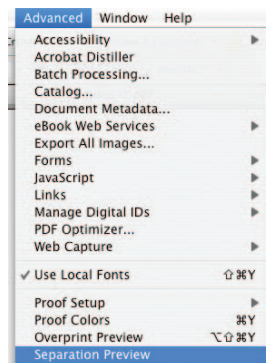


Save all files as Photoshop PDF

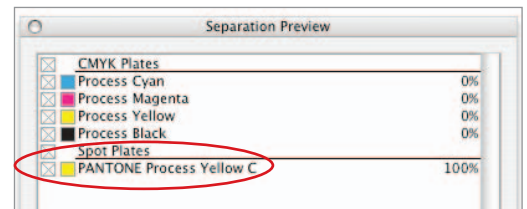
3. CHECKING YOUR PDF IN ADOBE ACROBAT 6

Once your PDF file is opened in Acrobat 6, if you want to check that your file has a **spot colour** you can go to Advanced and check in the separation preview

These settings may not be available in lower versions of Acrobat



TEXT IS IN SPOT COLOUR



4. FLATTEN THE PHOTOSHOP PSD FILE

If you are placing a photoshop PSD format image in Illustrator(Refer 1), please make sure that you flatten the layers. If it is not flattened, the PDF generated will have a white patch around the PSD image. (Refer 2).



Layered PSD file



In the PDF file the white patch will shown if it is not flattened

5. AD SIZES & ARTWORK DEADLINES

theweek

	TRIM SIZE(mm)	
	Height	Width
Full Page	353	245
Window	160	245
Tunnel	208	145
Tower	317	95
Gate	100	245
Cube	150	145
Tube	208	95
Bubble	100	145
Box	150	95
Slipper	55	245

Deadline for all Ad artworks is the Saturday of every week

businesstoday

	TRIM SIZE(mm)		BLEED(mm)		TYPE AREA(mm)	
	Height	Width	Height	Width	Height	Width
Full Page	270	215	280	225	240	185
Half page Horizontal	135	215	145	225	105	185
DPS	270	430	280	440	240	400
IFC, IBC, Page One	270	215	280	225	240	185
Front Gatefold	270	410	280	420	240	380
Outside Back Cover	270	215	280	225	240	185
Cards	270	215	280	225	240	185
H/P Horizontal DPS Vertical	135	430	145	440	105	400
2 Vertical Panels	270	129	280	139	240	99
1 Vertical Panel	270	69	280	79	240	39
Quarter Page	135	98	145	108	105	68
Horizontal Panel DPS	69	430	79	440	39	400
Horizontal Panel	69	215	79	225	185	39

Deadline for all Ad artworks is the 22nd of every month

	AD SIZE(mm)		BLEED(mm)		TYPE AREA(mm)	
	Height	Width	Height	Width	Height	Width
Full Page	235	105	245	115	207	84
DPS	235	210	245	220	207	189
Half Page Spread	114	210	124	220	100	189
Half page Horizontal	114	105	124	115	100	84
Half Page Vertical	235	50	245	60	207	40

Deadline for all Ad artworks is the 21st of every month

الأسبوع

	TRIM SIZE(mm)	
	Height	Width
Full Page	345	260
Window	165	260
Tunnel	205	154
Tower	306	101
Gate	90	260
Cube	130	154
Tube	205	101
Bubble	90	154
Box	130	101
Slipper	60	260

Deadline for all Ad artworks is the Tuesday of every week

Ussat Al Youm اليوم

	TRIM SIZE(mm)		BLEED(mm)		TYPE AREA(mm)	
	Height	Width	Height	Width	Height	Width
Full Page	285	220	295	230	252	193
Half Page Horizontal	143	220	153	230	126	193
Outside Back Cover	285	220	295	230	252	193
IFC, IBC, Page One	285	220	295	230	252	193
2 Vertical Panels	285	129	295	139	252	99
1 Vertical Panels	285	69	295	79	252	39
Horizontal Panel	69	220	79	230	39	193
Double Page Spread	285	440	295	450	252	416
Cards	285	220	153	450	252	193
H/P Horizontal DPS	143	440	153	450	126	416

Deadline for all Ad artworks is the 22nd of every month

6. FTP: HOW TO UPLOAD AND DOWNLOAD FROM FTP

Definition:

FTP (File Transfer Protocol) provides a standard system for sending and receiving files over IP networks.

Requirements:

If you've connected using Internet Explorer, we would request you to use an exclusive FTP Client software for file transfers.

Internet Explorer or **other browsers** cannot handle the upload of very large files and do not have features like 'resume' which helps when your Internet connection is slow or unstable.

FTP Client Software that are FREE for personal use are:

Windows:

CuteFTP Home, <http://www.cuteftp.com>

Ipswitch WS_FTP Home, <http://www.wsftp.com>

CoreFTP LE, <http://www.coreftp.com>

Macintosh:

CyberDuck, <http://www.cyberduck.ch>

RBrowser, <http://www.rbrowser.com/download.html>

Cute FTP Home, <http://www.cuteftp.com>

FTP Details

THEWEEK

Host Address : [ftp.apexstuff.com](ftp://ftp.apexstuff.com)

Login : apextwftp

Password : twstuff@2

BUSINESS TODAY

Host Address : [ftp.apexstuff.com](ftp://ftp.apexstuff.com)

Login : apexbtftp

Password : btstuff@1

OMANTODAY

Host Address: [ftp.apexstuff.com](ftp://ftp.apexstuff.com)

Login : apexotftp

Password : otstuff@1

ALYOUM

Host Address: <ftp://ftp.apexstuff.com>

Login: apexayftp

Password: aystuff@1

BUSINESS DIRECTORY

Host Address : [ftp.apexstuff.com](ftp://ftp.apexstuff.com)

Login : apexbdftp

Password : bdstuff@1

AL ISBOUA

Host Address : [ftp.apexstuff.com](ftp://ftp.apexstuff.com)

Login: apexaiftp

Password : aistuff@1

COMMON ACCOUNT

Host Address : [ftp.apexstuff.com](ftp://ftp.apexstuff.com)

Login : apexupload

Password : stuff69

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