

## ADVERTISEMENT SPECIFICATIONS

### 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.

### Handling & Disposition Of Advertising Materials

Please follow material deadlines for sending materials. All advertising materials should be provided 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. All materials will be kept electronically by publisher for 15 days following the original date of insertion, after which, these will be destroyed.

### Material Format & PDF Specifications

- \* PDF Version: 1.4 / PDFX-3
- \* Resolution: 300dpi.
- \* Mode: CMYK.
- \* CMYK Colour Profile “**Coated Fogra39**”
- \* 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 page information.
- \* The dimensions of the PDF file for Bleed artworks should match the exact bleed size without crop marks or extra information.

Please visit [addesk.gulfnews.com](http://addesk.gulfnews.com) for Colour profile and Gulf News PDF settings.

**Please Note:** If white space is required in an advertisement without a border, use crop marks only. Note that the crop marks should exactly define the Booking Size.

### 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’. Gulf News will not be responsible for any discrepancies, which may arise due to not conforming to overprint guidelines.

### Not accepted at any stage:

- \* DCS
- \* Multitone
- \* Multichannel (more than 4 channel i.e. CMYK)
- \* Duotone Images.

### 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).
- \* Always use **Coated Fogra39** ICC Colour profile as working space for all your advertisements.
- \* Advertisements received in **RGB / Wrong CMYK Profile** will be converted to working CMYK with best nearest conversion. Gulf News will not be responsible for any colour shift which may arise due to this action.
- \* All Spot colour advertisements, two and three colour advertisements will be converted to CMYK with best nearest conversion. Gulf News will not be responsible for any colour shift which may arise due to this action.
- \* For information on Al Nisr Group Colour Profiles, please visit [addesk.gulfnews.com](http://addesk.gulfnews.com)

### 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.

### How To Supply

Asura Online Only

(Please contact your Sales Agent at Al Nisr Group for log-in details)

CLASSIFIEDS

COMMERCIAL PROPERTIES

**tabloid!**

FREEHOLD

JOBS&CAREERS

RESIDENTIAL PROPERTIES

**Weekend Review**

**XPRESS**  
BEYOND THE OBVIOUS

**GULF NEWS**



**wheels**

**PW**  
Property Weekly

**INSIDEOUT**

**AQUARIUS**

**FRIDAY**

**WatchTime**  
MIDDLE EAST

**CITIZENK**  
مواطن

**Baby & child**