

The Sunday Tribune Rate Card

Size	Mono (€)	Colour (€)
Single Column Centimetre	42	58
Full page	17,000	23,000
Half page	8,500	11,500
Premium positions		+20%

Special Positions		
Semi Solus (21cm x 2 col)	2,000	3,000
First Right Hand Page s.c.c.	44	60
Outside Back Page s.c.c.	44	60

Classified		
Personal Notices s.c.c	42	
Business to Business	42	
Recruitment s.c.c	42	58
Motoring s.c.c	42	58
Property s.c.c	42	58
Education s.c.c	42	58
Entertainment	27	32

i Magazine		
Full Page		4,000
Half Page		2,500
Double Page Spread		7,500
Premium Positions		+20%

Mechanical data				
Broadsheet Page Height	565mm			
Column Widths	1 col	39.5mm	5 col	209.5 mm
	2 col	82 mm	6 col	252 mm
	3 col	124.5 mm	7 col	294.5 mm
	4 col	167 mm	8 col	337 mm
Magazine	Page Width	276 mm	Height	345 mm
	Trim Width	269 mm	Height	337 mm

SPECIFICATION FOR THE SUPPLY OF ADVERTS IN DIGITAL FORMAT

This specification provides guidelines for the establishment of good working practices in the creation of advertisements to be supplied to The Sunday Tribune.

By following these procedures, the full benefit of supplying in digital format - optimum quality of reproduction and maximum efficiency for the advertiser in the timing and cost of delivery of advertisements - can be achieved.

Should you require any further information, advice or assistance regarding the digital supply of advertising, please contact one of our staff listed.

FOR DIGITAL ADVERTS- DIRECT TO THE SUNDAY TRIBUNE

Colour files will be accepted directly through the Quickcut service to The Sunday Tribune after a normal testing procedure with Typetec/Quickcut

For information contact:
Head of Prepress & Technology
Paul Howe
Tel: 01 6314300
Email: phowe@tribune.ie

Typetec
01 500 9000
Dave O'Reilly 0872460128
Laura McGrath 0866007443
Ger Keane 0868079283

SPECIFICATIONS FOR DIGITAL COLOUR ADVERTS

The Sunday Tribune will accept colour advertising either directly through Quickcut or via ISDN. With ISDN The file must be sent as a CMYK EPS with all fonts outlined

Typefaces

- We recommend the use of Sans Serif typefaces for clarity. Fine serif typefaces should be avoided
- For clarity and legibility, we recommend 12 point type or larger.

Reverse Type

- Due to the nature of the newspaper printing process, the minimum point size for reverse out text in colour is 14 point.
- Fine serif typefaces should be avoided in reverses. Fonts with fine lines tend to fill in with ink during the printing process especially when using colour.
- Reverse out text using colour should not be of more than 2 colours. We do not recommend reversing type out of 4-colour

Graphic File Format (Colour)

- Scan Resolution: 245 dpi
- All reflective/transparency scanned images to be saved in CMYK EPS mode
- No RGB images, only CMYK - The Sunday Tribune maintain a CMYK ICC Profiled Workflow.
- All separated elements within the file should have a total ink weight of no more than 240%
- Images should be saved with no embedded profile
- Spot colours must be converted to process in Quark/Illustrator for linework
- 4-colour black is unacceptable. Colour can shift and misregistration of type becomes more visible.

IMAGE TRANSFER MEDIUM TO SUNDAY TRIBUNE

- ISDN using EPS files with fonts outlined **ISDN Number : (00 353) 1 638 7800**

SundayTribune

Contact details

The Sunday Tribune
15 Lower Baggot Street
Dublin 2
Ireland

Tel: 01 6314300

Web: www.tribune.ie

Daniel Cooney		
Agency Sales Manager	6314444	dcooney@tribune.ie
Sorcha Cunningham		
Ad Executive	6314445	scunningham@tribune.ie
Property	6314450	
Recruitment	6314423	
Education	6314409	
Motoring	6314422	
Classifieds	6314423	
