File Format
CHECK SHEET

NEWSQUEST
Wales & Gloucestershire

Making a Complete Advert:

Colours must be converted to CMYK (cyan, magenta, yellow & black).

Fonts must be fully embedded.

Images must be CMYK and not compressed.

✔

No thanks:

RGB Colours.

RGB Images.

Rich Black text (Black text made up from 100% black and other colours)

JPEG embedded images in complete adverts.

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Artwork File Formats to send us:

PDF adverts (unable to be amended)
JPG Adverts (unable to be amended)
Text files
JPG images
Indesign Files (aslong as packaged with fonts and links)

✔

No thanks:

Microsoft Publisher
Adobe Pagemaker
Corel Draw

✘

Thankyou