

# ENERGY VOICE

The Press and Journal

Technical Specification

## Advertising in Energy Voice

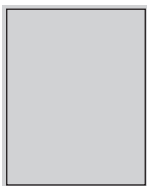
The Press and Journal's Energy Voice supplement leads the way in providing the UK and international energy industry with news on a range of latest topics, plus extensive coverage of global events and exhibitions. Its unbiased journalistic approach has earned it an unparalleled reputation.

Published on the first Monday of every month, Energy Voice is read by 91,000\* people and provides an unique opportunity to reach key business decision makers in this industry.

\*Source: PAMCO 1 (Jan 18 – Dec 19), The Press and Journal daily print reach  
Production: Coldset magloid format, stitched and trimmed. Paper stock: 52gsm improved newsprint



### Advertisement bleed dimensions



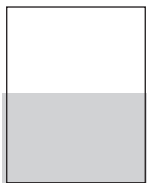
#### Full page

Trim: H 335mm x W 269mm  
Bleed: H 345mm x W 279mm  
Type: H 325mm x W 259mm



#### Double page spread

Trim: H 335mm x W 538mm  
Bleed: H 345mm x W 548mm  
Type: H 325mm x W 528mm  
(Must be supplied as one file - not separate pages)



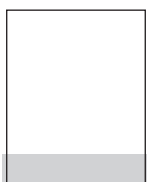
#### Half page

Trim: H 165mm x W 269mm  
Bleed: H 180mm x W 279mm  
Type: H 160mm x W 259mm



#### Half page double page spread

Type: H 160mm x W 528mm (bleed across the gutter)  
(Must be supplied as one file - not separate pages)



#### 5x7 front page strip

Trim: H 55mm x W 269mm  
Bleed: H 65mm x W 279mm  
Type: H 50mm x W 259mm

#### 6x7 front page strip

Trim: H 65mm x W 269mm  
Bleed: H 75mm x W 279mm  
Type: H 60mm x W 259mm

## Column widths

Columns	1	2	3	4	5	6	7
Display (mm)	34	71	109	146	184	221	259

Page depth: 325mm Half page depth: 160mm

## Preferred PDF format

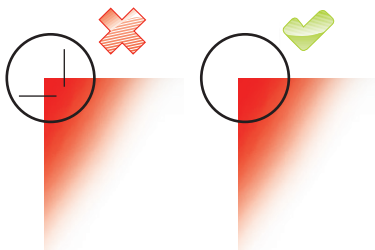


### Our preferred format is Acrobat 4 (PDF version 1.3)

Please ensure saved or exported files for publication are Acrobat 4 (PDF version 1.3) with all fonts embedded. This PDF version will avoid potential transparency problems and reduce the possibility of being rejected by Asura (our file-checking software).



Energy does not support Microsoft Publisher formats. TIFF and JPEG completed file formats should be avoided as text/graphics will be screened and black will be converted to 4 process colours.



All advertisements for publication including those with bleed should be supplied without crop marks and sized exactly to the artboard.

## Sending artwork

Hi-res PDFs can be transferred to us via our online adverts submission website: <http://ads.ajl.co.uk>  
New users please fill a out new member profile form (found online). All adverts must be supplied with a valid 8-digit URN naming convention.

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## Deadlines

The deadline for receipt of all advertisements is **Tuesday at 12 noon** the week before publication. Energy Voice is published on the first Monday of every month.

## Defining Colours

All colours used with the supplied EPS or PDF advert should be defined as CMYK process colours. Failure to do this is likely to result in advertisements appearing incorrectly. Pantone or spot colours must be converted to CMYK process colours. Avoid using the over-print function unless it is for graphics and text reproduced from 100% black or a percentage of black.

## Scan Resolution

Artwork should be scanned at a resolution which reflects both the enlargement or reduction from the original and the output resolution at which we print (120lpi). A basic formula for halftone originals can be used here which is: Scan Resolution = % Magnification (or reduction) of Original x Twice Output Resolution\*\*

\*\*In our case this value would be 240. Pictures should be adjusted as **240dpi**. Following this simple formula will help keep the file sizes to the minimum.

## Colour Management

[Click here](#) to download the ICC colour profile for use with Energy Voice.

## Contact

Advertising & Sponsorship:	Debbie Bruce	01224 343144
National ads:	Laura Youngson	01224 343389 or nationalads@ajl.co.uk
Ad Operation queries:	David Henderson	01224 343110
Ad Operation queries:	David Low	01224 343442
Energy Editor:	Mark Lammey	01224 344162
Commercial Development:	Emma Adam	01224 344165