

DEESON

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Our preferred file format for advertisement submissions is pdf. For users of **Acrobat 6**, in accordance with ISO standards, we recommend that clients use either **pdfx3** or **pdfx1** job options to ensure submitted adverts are printed as intended.

For **Acrobat 4 or 5**, please call/email our production department for a copy of the *Distiller Job Options* file . If you cannot send us a pdf, please send us a file generated using other approved software (see below).

General Information:

We can accept electronic copy generated by the following software:

• **Adobe Acrobat** • **Quark XPress (to V6)** • **Adobe InDesign (to CS)** • **Photoshop (to V7)** • **Freehand (to V10)**

**We prefer that all artwork be submitted electronically
and that the URN you are given when booking, is used to identify it.**

• Please note that we cannot accept files created in **Microsoft Publisher** format.

emailing electronic files:

Where possible, please use **DropStuff** (Mac) or **WinZip** (PC) to compress and email any files over 1mb - files by email are acceptable up to **4mb**. For files in excess of 4mb, please use **ISDN** or use the following media: **CD Rom** (*If CD is created using PC software, please ensure it readable by dual platforms*) or **lomega Zip** (100 & 250). If you wish to transfer your files by FTP or any other means compatible with FTP access, please call the production department on 01795 535468 to discuss requirements

Important information for advertisers using Acrobat/EPS files:

Please ensure that all fonts are correctly embedded. Using the pdf/x job options will ensure that they are.

The job must be created on the correct size document with its top left corner co-ordinates at 0,0.

Full page adverts must also have a minimum 3mm bleed.

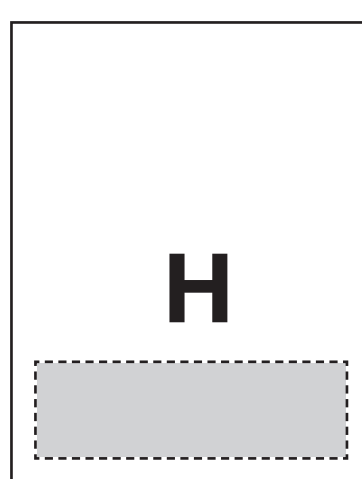
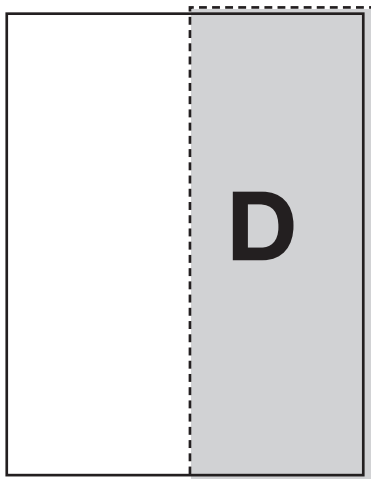
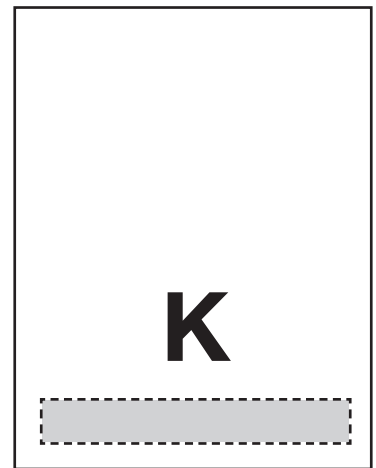
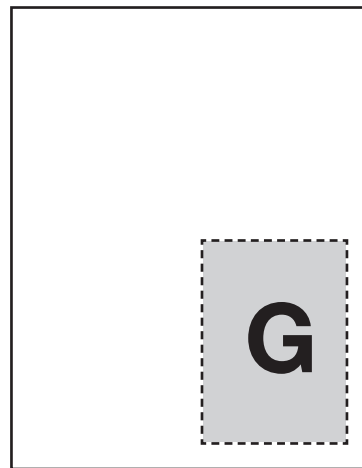
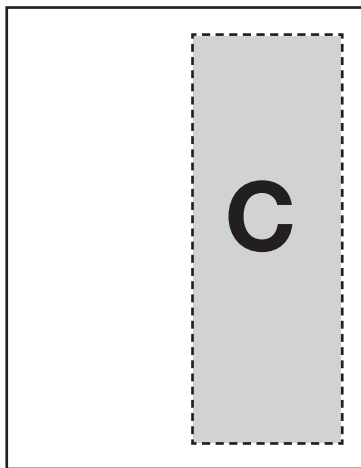
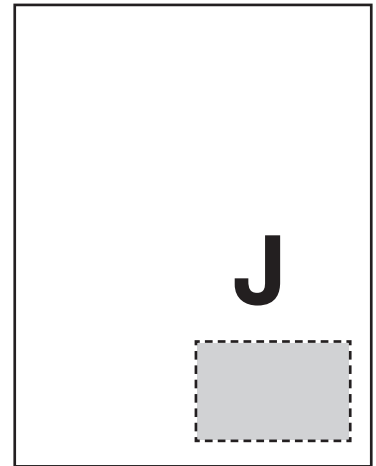
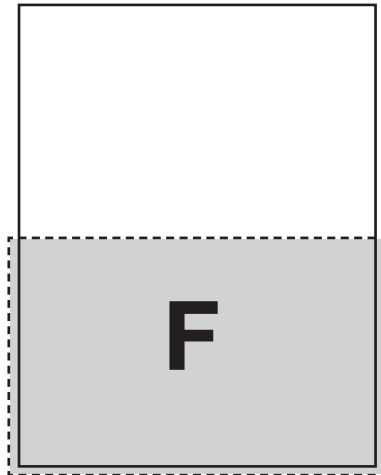
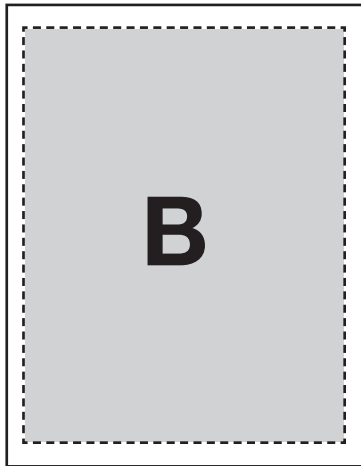
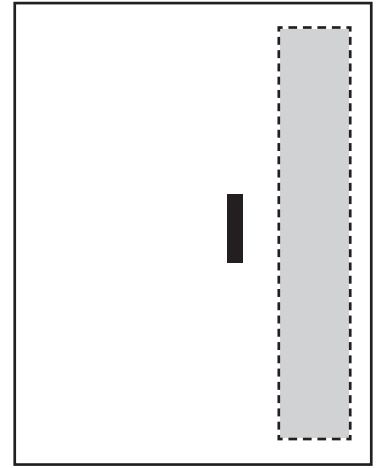
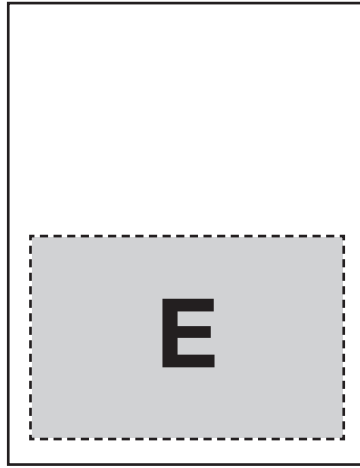
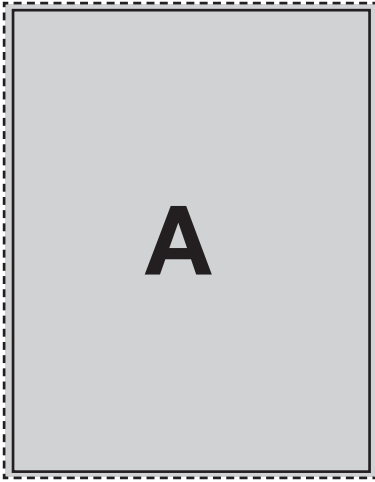
Ad Sizes:

Page 2 of this document illustrates our standard advert sizes. Outsize adverts should be discussed with the ad manager.

Images, Photographs and Charts:

When supplying electronic images, please supply as a CMYK eps, tif or jpg with a **minimum** resolution of 300dpi

Where possible, hard copy originals are always preferable and will be sent back shortly after production in the same condition as they were received. Please mail in a protected envelope and do not attach any paper-clips, post-it notes or any other item that may appear as a fault on the print once scanned.



Sizes: Width x Height

- A Whole page bleed: 216mm x 303mm
(page trims to 210mm x 291mm)
- B type area: 186mm x 273mm
- C Half Vertical: 90mm x 273mm
- D Half Vertical bleed: 105mm x 303mm
- E Half horizontal: 186mm x 132mm
- F Half horizontal bleed: 216mm x 150mm
- G Quarter Page: 90mm x 132mm
- H Quarter Horizontal Strip: 186mm x 65mm
- I Quarter Vertical Strip: 44mm x 273mm
- J Eighth page: 90mm x 65mm
- K Eighth page horizontal strip: 186mm x 32mm