KELSEY
media

ADVERTISEMENT SPECIFICATION

ALL FILES MUST BE MACINTOSH COMPATIBLE

APPLICATIONS:
Indesign CS5 (all elements including fonts and pictures to be included)
Photoshop, Illustrator CS5 (Fonts outlined)
Adobe PDF (PDF/X-1a:2001)

HARDCOPY PROOFS:
A digital contract proof generated from the file supplied at 100% of final size should accompany your file.
Proofs must be validated using an industry standard control wedge and validation attached.

STORAGE MEDIA
PDF via email (maximum 25Mb)
CD ROM
DVD

FOLDER CONTENT
Document
All images, pictures and logos
All fonts including EPS files
Image Format TIFF
JPEG
ILLUSTRATOR EPS
PDF
Colour separated to CMYK, including all special colours
High resolution, minimum 300 DPI (SS)

DOCUMENT TITLE:
"Publication Title/Issue/Advertiser Name"

FTP UPLOAD:
Host: ftp.ourftp.co.uk
Username: u68957660-PUBLIC
Password: 7amUmeWR

ADVERTISEMENT SIZES

DISPLAY SPACE BOOKED	DETAILS	HEIGHT	WIDTH
Double Page Spread	Supply as whole pages		
Whole Page	Trim	240mm	168mm
	Bleed	246mm	174mm
	Type Area	220mm	148mm
Half Page Horizontal	Trim	117mm	168mm
	Bleed	123mm	174mm
	Type Area	107mm	148mm
Half Page Vertical	Trim	240mm	82mm
	Bleed	246mm	88mm
	Type Area	220mm	72mm
Quarter Page Horizontal	Trim	51mm	148mm
Quarter Page Vertical	Trim	107mm	72mm
Eighth Page Horizontal	Trim	51mm	72mm

PLEASE NOTE:
Advertisement copy is to be received by the Production Dept, no later than the scheduled deadline
Please do not rely on first class post arriving the following day

PROOFS:
Colour proofs are only supplied by email
Mono proofs are produced to confirm advert content and layout
Please ensure proofs are checked immediately. Checked proofs must be returned by fax with any corrections or your signed approval. Ensure your original instructions are correct: Amendments will only be carried out should we have sufficient time before going to press

ADVERTISEMENTS SUPPLIED OUTSIDE THE SPECIFICATION:
Must be approved by the Production Department. Will not be guaranteed to appear in publication.
Thank you for your co-operation