



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

Period Homes & INTERIORS

ADVERTISEMENT SIZES

DISPLAY SPACE BOOKED	DETAILS	HEIGHT	WIDTH
Double Page Spread	Supply as whole pages		
Whole Page	Trim	270mm	205mm
	Bleed	276mm	211mm
	Type Area	246mm	181mm
Half Page Horizontal	Trim	121mm	181mm
Half Page Vertical	Trim	246mm	88mm
Quarter Page Horizontal	Trim	59mm	181mm
Quarter Page Vertical	Trim	121mm	88mm
Eighth Page	Trim	59mm	88mm
CLASSIFIED SPACE BOOKED	DETAILS	HEIGHT	WIDTH
Full page		240mm	181mm
Half page horizontal (12cm x 4col)		115mm	181mm
Half page vertical (25cm x 2col)		240mm	88mm
Quarter page horizontal (6cm x 4col)		54mm	181mm
Quarter page vertical (12cm x 2col)		115mm	88mm
6cm x 2col		54mm	88mm
6cm x 1col		54mm	43mm
3cm x 1col		23mm	43mm
Web panel		20mm	95mm

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 proof 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