



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

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

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ADVERTISEMENT SIZES

	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 Vertical	Trim	121mm	88mm
Quarter Page Horizontal	Trim	59mm	181mm
GALLERY		HEIGHT	WIDTH
8cm x 2col		78mm	94mm
8cm x 1col		78mm	46mm
TRAVEL & HOLIDAYS		HEIGHT	WIDTH
6cm x 2col		58mm	92mm
6cm x 1col		58mm	47mm
COASTAL BREAKS			
Double Box	advertiser to supply approx 70 words PLUS header and tel and website	HAS TO BE A LANDSCAPE PHOTO	
Single Box	advertiser to supply approx 35 words PLUS header and tel and website	HAS TO BE A LANDSCAPE PHOTO	
COAST ESSENTIALS			
Double Box	140 words dependent on one or two images, including header and contact details	HAS TO BE A LANDSCAPE PHOTO	
Single Box	75 words + 1 image, including header and contact details	HAS TO BE A LANDSCAPE PHOTO	