



## ADVERTISEMENT SPECIFICATION

### ALL FILES MUST BE MACINTOSH COMPATIBLE

<b>APPLICATIONS:</b>	Indesign CS5 (all elements including fonts and pictures to be included) Photoshop, Illustrator CS5 (Fonts outlined) Adobe PDF (PDF/X-1a:2001)
<b>HARDCOPY PROOFS:</b>	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.
<b>STORAGE MEDIA</b>	PDF via email (maximum 25Mb) CD ROM DVD
<b>FOLDER CONTENT</b>	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)
<b>DOCUMENT TITLE:</b>	"Publication Title/Issue/Advertiser Name"
<b>FTP UPLOAD:</b>	Host: ftp.ourftp.co.uk Username: u68957660-PUBLIC Password: 7amUmeWR



## ADVERTISEMENT SIZES FOR CLASSIC CAR BUYER

DISPLAY SPACE BOOKED	DETAILS	HEIGHT	WIDTH
Whole Page	Trim	363mm	285mm
	Type Area	338mm	265mm
Half Page Horizontal	Type Area	162mm	265mm
Half Page Vertical	Type Area	338mm	129mm
Quarter Page Horizontal	Type Area	78mm	265mm
Quarter Page Vertical	Type Area	162mm	129mm
Eighth Page Horizontal	Type Area	78mm	129mm
Classified Column Sizes	1 Column	-	29mm
	2 Column	-	62mm
	3 Column	-	96mm
	4 Column	-	130mm

### 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