

SPECIFICATIONS FOR ADVERTISEMENTS

SIZE	PRINTING AREA	
	inches Width x Depth	mm Width x Depth
Full page	7 4/10 x 10 6/10	184 x 267
Bleed page size	8 4/10 x 11 9/10	213 x 303
Trim size	7 9/10 x 11 7/10	210 x 297
2/3 page	4 9/10 x 10 6/10	121 x 267
1/2 island	4 9/10 x 7 1/2	121 x 190
1/2 vertical	3 6/10 x 10 6/10	90 x 267
1/2 horizontal	7 4/10 x 5 1/10	184 x 130
1/3 vertical	2 3/10 x 10 6/10	58 x 267
1/3 page horizontal	7 4/10 x 3 4/10	184 x 86
1/3 square	4 9/10 x 5 1/10	121 x 130
1/4 page vertical	3 6/10 x 5 1/10	90 x 130
1/4 page horizontal	7 4/10 x 2 4/10	184 x 61
1/6 page vertical	2 3/10 x 5 1/10	58 x 130

NB No bleed adverts unless full pages.

Acceptable Media

Mac or PC 3.5" floppy. Mac or PC 100/250mb Zip. CD-ROM (Mac or PC)

Acceptable Software

Mac: Photoshop 7, Quark Xpress (up to version 4.1), Freehand 8 (eps file), Illustrator 9 (eps file)

PC: Photoshop 6, Quark Xpress (up to version 4.1), Illustrator 9 (eps file)

Hi-res PDF files

PDF files created to the Periodical Publishers Association 'pass4press' standard.

Go to the PPA website at www.ppa.co.uk/production/standards for information on 'pass4press' and to download Quark XPress and Adobe Acrobat Distiller settings.

Compression Software

Mac: Zipit, Stuffit, JPEG

PC: PKZip, WinZip, JPEG

Colour pictures should be supplied as CMYK not RGB. Please let us know if any pictures are JPEGs.

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