

ADVERTISING SPECIFICATIONS

Size

Full Page		Half Page	268 x 90mm
Bleed	303 x 216mm	(vertical)	
Trim	297 x 210mm	Quarter Page	130 x 90mm
Type	268 x 190mm	Eighth Page	62 x 90mm
Half Page (horizontal)	130 x 190mm	Classified	40mm (column)

Technical Specifications

- Please supply PDF 1.3 copy produced to PDF/X-1a:2001.
- Quark, InDesign, EPS, PSD, TIFF or jpeg files are not accepted.
- Double Page Spread adverts should be supplied as two single page PDFs labelled 'Left' & 'Right'.
- When text runs across a DPS advert please add a 6mm gutter allowance (3mm each side of spine) in addition to any natural word and letter spacing to accommodate for the spine gutter.
- Full page advertisements to be set up with 3mm bleed to each side and include trim marks.
- Images in the advert should be at 300dpi.
- Transparent objects must be flattened when producing the PDF.
- Multiple Master and True Type fonts should not be used.
- Maximum colour coverage must not exceed 300%.
- All fonts must be embedded.
- Adverts should contain no SPOT (ie. PANTONE) colours.
- Colour images must be saved in CMYK.

For text heavy advertising add the words 'Advertisement Feature' (in no less than 18 point) to the top of the page advertisement. Please contact the Production Manager to confirm location of text.

DISCLAIMER: PDFs that do not adhere to the required specifications will fail flightcheck and be returned to the supplier. BASC, their printers, or Madison Bell will not accept responsibility for errors in final reproduction if required specifications are not adhered to.

madison
bell INDEPENDENT
MEDIA
SELLING

Ross Hurford *Production Manager*
20 Orange Street London WC2H 7EF
TEL: 020 7389 0871
ross.hurford@madisonbell.com