

Display advertising technical specifications

FORMATS & FILE PREPARATION NOTES:

PDF is our preferred format, supplied as PDFv1.3, composite CMYK. PDF's made to the PPA Pass4Press standard will meet our specifications. We can also accept files in these formats: Quark Express 6, 7; InDesign CS2, CS3, CS4 and CS5; Photoshop; Illustrator CS, CS2 & CS3 or as an EPSF.

ALL LIVE MATTER TO BE 10mm AWAY FROM TRIM MEASUREMENT. Bleed should be added to all 4 edges. DOUBLE PAGE SPREADS a 20mm gutter is required for all live matter.

All files should be supplied in CMYK process only without ICC profiles. The maximum ink density should not exceed 280% (C+M+Y+K). No spot, rgb, lab or solid pantone colours should be used. Images must be CMYK and 300dpi at the finished size, preferably supplied in TIFF or EPS format without compression. Avoid logos or images from web sites, as the resolution will be 72dpi. Fonts should be PostScript type 1. We cannot guarantee that Opentype, or Multiple Master fonts will print correctly.

FILE DELIVERY

All files submitted and correspondence must be identified by our artwork reference number and the issue date of the publication. Call 020 7216 6449 or 020 7216 6407 for an artwork reference number if unsure.

FILE DELIVERY BY FTP UPLOAD CAN BE MADE USING AN FTP CLIENT:

Host: <ftp.ccmmediagroup.co.uk>

Username: williamreed

Password: skinnyx857

If you are sending complete artwork and not a PDF file you must first place all the relevant artwork into a folder and compress/zip the folder.

When your file has been uploaded please contact your William Reed Ad Production team on the telephone number below.

Files can also be sent by email, mail on CD or DVD, Mac or ISO 9660 format. (Disks will only be returned if accompanied by return packaging). Please send material for the attention of the Advertising Production Department, Classified Central Media Ltd, 4th floor, Central House, Central Street, London EC1V 8AR

Contact: Kevin Porter

Tel: +44 (0)20 7216 6449

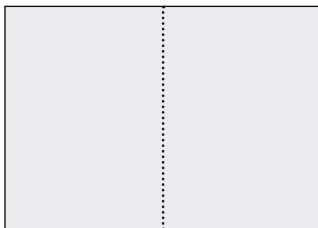
Email: harperswineandspirit@ccmediagroup.co.uk

Harpers Magazine Specifications

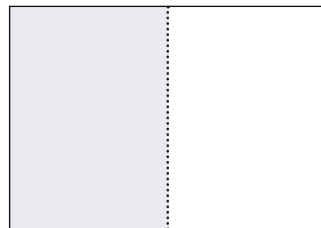
AD SIZE	HARPERS MAGAZINE IS SIZE: A4 UK					
	TYPE AREA:		TRIM:		BLEED:	
	Width	Height	Width	Height	Width	Height
DPS	400mm	277mm	420mm	297mm	426mm	303mm
Full page	190mm	277mm	210mm	297mm	216mm	303mm
1/2 page horizontal	190mm	120mm	210mm	140mm	216mm	146mm
1/2 page vertical	80mm	277mm	100mm	297mm	106mm	303mm
1/2 page DPS horizontal	400mm	120mm	420mm	140mm	426mm	146mm
1/4 page portrait	70mm	110mm	90mm	130mm	96mm	136mm
1/4 page strip horizontal	190mm	45mm	210mm	65mm	216mm	71mm
1/4 page strip vertical	30mm	277mm	50mm	297mm	56mm	303mm
1/8 page strip horizontal	174mm	22mm	184mm	32mm	190mm	38mm

LIVE MATTER TO BE 10mm away from trim measurement. BLEED should be added to all 4 edges as shown here. DOUBLE PAGE SPREADS - a 20mm gutter is required for all live matter this is included in the measurement given

DPS



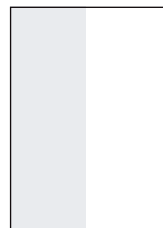
Full page



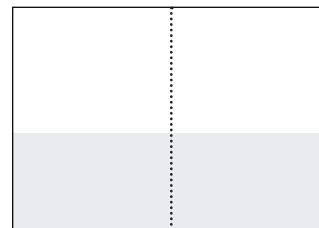
1/2 page horizontal



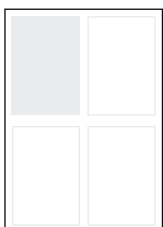
1/2 page vertical



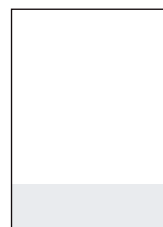
1/2 page DPS horizontal



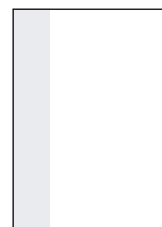
1/4 page portrait



1/4 page strip horizontal



1/4 page strip vertical



1/8 page strip horizontal

