



**Address:** Teddington Studios Broom Road, Teddington, Middlesex, TW11 9BE

**Email:** cat.production@haymarket.com

**Telephone:** 020 8267 5839 **Facsimile:** 020 8267 5743

**ADVERTISEMENT SIZE** (all sizes in mm)

**DISPLAY**

**Double Page Spread**

Type 277 x 400  
Trim 297 x 420  
Bleed 303 x 426

**Whole Page**

Type 277 x 190  
Trim 297 x 210  
Bleed 303 x 216

**Half Page**

Landscape 135 x 190  
Portrait 277 x 92

**Quarter Page**

Landscape 65 x 190  
Portrait 135 x 92  
Banner Strip 185 x 24

**CLASSIFIED**

**1 Column**

43mm

**1/16**

59 x 43 mm

**Eighth**

59 x 92 mm

**Quarter Page**

Landscape 59 x 190  
Portrait 123 x 92

**Half Page**

Landscape 123 x 190  
Portrait 252 x 92

**Whole Page TYPE**

252 x 190 mm

**BLEED** Where necessary a bleed area of 3mm should be added. No essential type matter should run within at least 10mm of a trimmed edge (including spine).

**INSERTS**

**Loose**

Maximum 277 width x 190 depth      Minimum Check with production

**Bound**

Check with Production

**Weight**

Minimum 100gsm      Maximum Check with Production

**Delivery address for inserts** Wyndeham Heron, The Bental Complex, Colchester Road, Heybridge, Maldon, Essex, CM9 4NW

Please mark boxes with **CAT, issue date and quantity**. All insertions are subject to samples being provided for binding test at printer

**Printing Method** Web Fed

# ARTWORK SPECIFICATIONS

*In order to reproduce your advert successfully we have created the following guidelines. Haymarket Publishing cannot accept responsibility for digital ads supplied outside these specifications. If you have any questions or concerns about the following information please contact us and we will be happy to assist you.*

## FONTS

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1. Haymarket has a strict policy of legal software use which includes fonts, so we cannot accept fonts with your file. We have a Haymarket font list which contains 200 families for you to pick from. Please contact us and we will send you the list.
2. Multiple Master and TrueType fonts are not acceptable as they can be incompatible with some RIPS and yield unpredictable results.
3. Pseudo Italics, bold etc within QuarkXPress should be avoided. In all cases the fonts used should be selected from the font menu.

## DIGITAL FILE FORMAT *in order of preference*

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1. **Preferred format for Display** PDF to the PPA's "pass4press" guidelines. You can download the pass4press job options file from the PPA's website , and place it in your Acrobat Distiller Settings Folder.
2. EPS files with embedded fonts (software FontIncluder2 from Callas Software - ) with all images supplied.
3. Live QuarkXPress 4.11 files using Haymarket licensed fonts with all images supplied.
4. Adobe Illustrator files saved as EPS, all text used must be outlined thus removing the requirements for fonts.
5. **Preferred for classified if none of the above is available** Binary format EPS files with all fonts embedded.

**IMAGES** All images should be supplied at a resolution of 300dpi in CMYK Colour format.

**BLEED** Where necessary a bleed area of 3mm should be added.

**DIGITAL PHOTOGRAPHS** Should be taken on a high quality setting and sent straight from the camera. The size supplied will determine the maximum dimension that the image can be used in print.

**No essential type matter should run within at least 5mm of a trimmed edge (including spine). All DPS adverts in perfect bound issues must include an additional 2.5mm of double image either side of the spine edge.**

## PROOFS

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1. **Display** - A proof must be supplied with each advertisement. The proof must be generated from the file supplied. We require 100% of final size, customer approved colour contract proof.
2. **Classified** - The proof must be generated from the file supplied. We require 100% of final size, customer approved content colour.

## FILE TRANSFER *we accept*

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1. ISDN 020 8267 5706 please mark attention to CAT Production.
2. Wam!Net Haymarket Teddington, please mark attention to CAT Production.
3. E-mail if less than 3MB in size to [cat.production@haynet.com](mailto:cat.production@haynet.com)
4. Zip disks or CDs.