

A4 PORTRAIT ADVERTISING MATERIAL SPECIFICATIONS

1 x Full Page 4 Colour Portrait Advertisement (All sizes expressed as Width x Height)

In MM:	In CM:	In INCHES:
Type Area: 190 x 270 mm	Type Area: 19 x 27 cm	Type Area: 7.480" x 10.630"
Trim: 210 x 297 mm	Trim: 21 x 29.7 cm	Trim: 8.268" x 11.693"
Bleed: 216 x 303 mm	Bleed: 21.6 x 30.3 cm	Bleed: 8.504" x 11.929"

1 x Double Page 4 Colour Portrait Advertisement (All sizes expressed as Width x Height)

In MM:	In CM:	In INCHES:
Type Area: 400 x 277 mm	Type Area: 40 x 27.7 cm	Type Area: 15.748" x 10.630"
Trim: 420 x 297 mm	Trim: 42 x 29.7 cm	Trim: 16.535" x 11.693"
Bleed: 426 x 303 mm	Bleed: 42.6 x 30.3 cm	Bleed: 16.771" x 11.929"

SPECIFICATIONS:

- 350 DPI (dots per inch) resolution
- Hi-Res 350dpi CMYK PDF/X-1A:2001 compliant files
- Screen Rule: 175
- We require files as Quarkxpress 4.1 or later
- All Pictures to be in CMYK not RGB with no postscript errors.
- Each Page must be supplied individually with crop marks.

ACCEPTABLE GRAPHIC FORMATS:

- Photoshop CMYK Hi-Res (350dpi) EPS / TIFF / JPG
- Illustrator EPS
- Hi-Res 350dpi CMYK Print Ready PDF/X-1A:2001 compliant file
- Quarkxpress File PC/MAC collected with images and fonts.

CLEARANCE / RIGHTS:

- All images and photography used for your advertisement design must be copyright and reproduction rights cleared for advertising by you. Please ensure your images are sourced from reputable picture libraries or photographic agencies.


WHERE TO SEND:

- Email a Hi-Res print ready PDF/X-1A:2001 compliant file to admin@brooklandsnewmedia.com
- Upload the Hi-Res Print Ready PDF/X-1A:2001 compliant file to our own FTP site
FTP Site: <http://www.brooklandsnewmedia.com/clientupload>
Username is: VIP Password is: 1966
- **NB:** Do not navigate away from page until you have seen the 'File Uploaded' message
- Or you can send via various 3rd party sites such as: <http://www.yousendit.com>
- **IMPORTANT: In addition to the emailed/uploaded files, please also send the following:**
- **CD/DVD ROM with original artwork collected with fonts and images**
- **A full resolution print version of the advert**

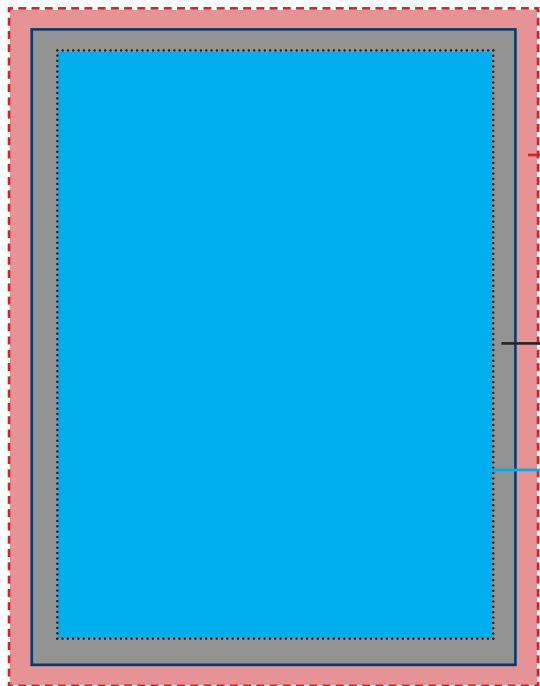
ADDRESS:

Production Dept, Brooklands New Media Ltd, Brooklands House, Bailey Head, Oswestry,
Shropshire, SY11 1PZ, United Kingdom
Tel +44 (0) 1691 680 778 • Fax +44 (0) 1691 680 773

- For further information, please email: admin@brooklandsnewmedia.com

Turn to page 2 for
layout specification 

SIZE SPECIFICATIONS AND DETAILS



1 x Full Page , 4 Colour Portrait Advertisement

BLEED AREA:

216 x 303mm / 21.6 x 30.3cm (8.504 x 11.929")
Bleed area, usually 3mm larger than page or trim size. Allows printed area to go over the page/trim when printed

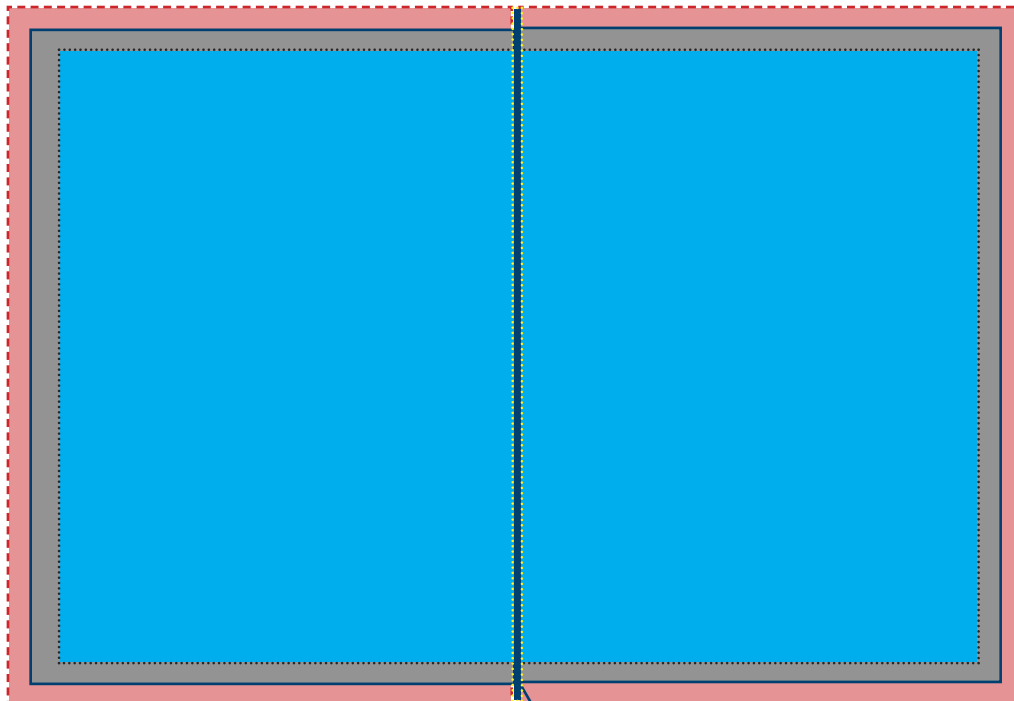
TRIM AREA:

210 x 297mm / 21 x 29.7cm (8.268 x 11.693")
Trim area, this is the actual cut page size.

TYPE AREA/MARGIN:

190 x 270mm / 19 x 27cm (7.481 x 10.630")
Type area, this is the area where body text of the book is situated with a clear margin surrounding before the page edge,

1 x Double Page , 4 Colour Landscape Advertisement



BLEED AREA:

426 x 303mm / 42.6 x 30.3cm (16.771 x 11.929")

TRIM AREA:

420 x 297mm / 42 x 29.7cm (16.535 x 11.693")

TYPE AREA/MARGIN:

400 x 277mm / 40 x 27.7cm (15.748 x 10.630")

GUTTER AREA:

On a Double page spread the gutter area is taken up by the binding so leave a space of approx 3-4mm either side of the centre where there is no vital information