



Into the Vale

ARTWORK SPECIFICATIONS

Magazine Size: A5 (148 mm x 210 mm)

ADVERT SIZING

These measurements allow the adverts to sit within a 1cm border.

Full Page: 128 mm x 188 mm

Half Page: 128 mm x 93 mm

Quarter Page: 63 mm x 93 mm

For full page bleed ads: Create artwork to A5 in size and add 3mm bleed plus cropmarks. Text, logos etc, should be placed no closer than 5mm from the trim edge (margin). Main body text should fall no closer than 10mm from the trim or spine.

Double page spreads: Must be submitted as two single pages with crop marks/bleed.

FILES

We can accept artwork as a PDF or high-resolution JPEG. Images must be a minimum of 300dpi.

COLOUR PROCESS

Please complete and save your artwork in CMYK process (CMYK - Cyan, Magenta, Yellow and Black) All RGB images must be converted into CMYK before submitting to us.

TEXT

When using small text, use colours which contain only one ink, i.e. black to be produced from 100% black ink (also ideal for solid areas less than 25mm square). For areas above 25mm you need a denser black consisting of 100% black plus 40% cyan. All fonts used should be embedded.

SCANNED IMAGES

Please scan images to the actual size required at 300dpi. Scan line art (i.e. logos) at 800 - 1200dpi.

TRANSPARENCIES

If using the transparency functions in Illustrator and Freehand generated files transparencies must be flattened and the files then converted to PDF or bitmap (JPEG) before supplying.
