

# RATES & MECHANICAL DATA 2010

## MECHANICAL DATA

### FULL PAGE

BLEED	303 x 216mm
TRIM	297 x 210mm
TYPE AREA	263 x 184mm

<b>JUNIOR</b>	195 x 136mm
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### HALF PAGE HORIZONTAL

BLEED	145 x 216mm
TRIM	142 x 210mm
TYPE AREA	126 x 184mm

### HALF PAGE VERTICAL

BLEED	303 x 103mm
TRIM	297 x 100mm

### THIRD PAGE HORIZONTAL

BLEED	108 x 216mm
TYPE AREA	90 x 184mm

### THIRD PAGE VERTICAL

BLEED	303 x 76mm
TYPE AREA	263 x 58mm

### QUARTER PORTRAIT

126 x 90mm

### QUARTER HORIZONTAL

BLEED	80 x 216mm
TRIM	77 x 210mm
TYPE AREA	58 x 184mm

### QUARTER VERTICAL

263 x 43mm

### DPS

BLEED	303 x 438
TRIM	297 x 420
TYPE AREA	263 x 412

### HALF DPS

BLEED	145 x 438
TYPE AREA	126 x 412

Ads should be supplied as Mac or PC formatted Quark, Adobe Illustrator, Adobe Photoshop or PDF files with any images saved as TIFF or EPS files.

Colour images should be saved as CMYK. Mono images should be saved as grayscale. Graphics should be saved at 300dpi at the size to be published.

PDF files should be distilled with compression set at highest quality, all fonts embedded.

It should be noted that extra charges will be made for all supplementary work and any additional work caused by not adhering to the requested formats at a rate of £40/hour.

Printing Method:  
Web Offset

### INSERTS

For information on deadlines, mechanical specifications, quantity, shipping and costs, please contact your local account executive. A copy of each insert must be supplied prior to quotation.

### BOUND-IN PRODUCT CARDS

Type Area: 90 x 172mm  
Trim size: 92 x 180mm