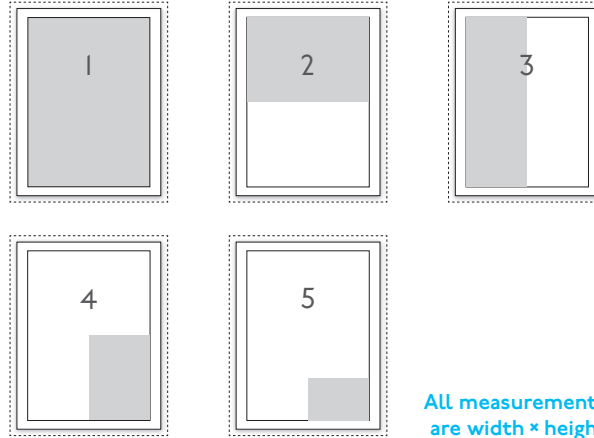


Specification Sheet

HOW DO YOU WANT YOUR ADVERT TO LOOK?

- ▶ The **bleed** size is larger than the trim size, to ensure that any extra effects (colours, continuation of graphics, etc.) do in fact cover the trim size and reach the edge of the page.
- ▶ The **trim** size is the size of the page to which the printer will cut.
- ▶ The **type** size is the size of the advertisement when it is floated within the page. (It is recommended that when setting to bleed size all important text still remains within the type size).

DISPLAY



ALL measurements are width x height

	Bleed	Trim	Type
1. Full page	216 x 303	210 x 297	190 x 270
2. Half page horizontal	216 x 151.5	210 x 145.5	190 x 132
3. Half page vertical	108.5 x 303	102.5 x 297	93 x 270
4. Quarter page standard	-	-	93 x 132
5. Eighth page standard	-	-	93 x 64

CLASSIFIED

There is no classified section in this title.

All measurements are width x height

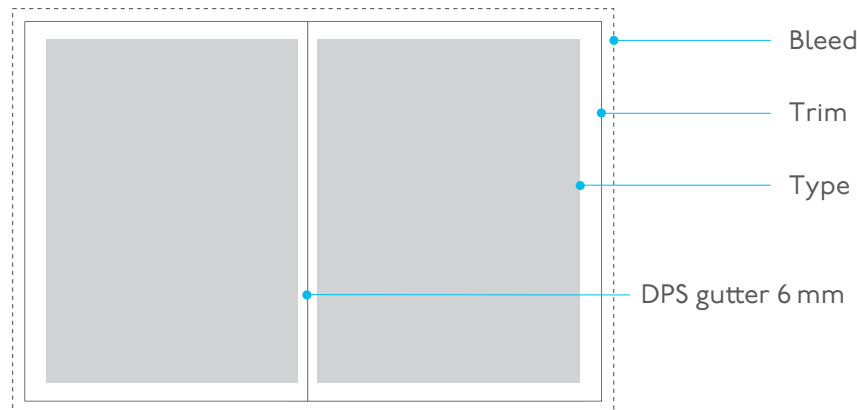
ADVERTISING COORDINATOR

Your contact is **Jade O'Halloran**
 E: jade.ohalloran@immediate.co.uk
 T: 0117 314 7448

IMMEDIATE MEDIA^{CO}

Immediate Media Company
 2nd Floor, Tower House,
 Fairfax Street, Bristol BS1 3BN

DOUBLE PAGE SPREAD



DPS ADVERTS

When supplying a DPS allow a 6mm gutter / double image allowance (3mm per page). This allowance should be on the spine edge and within the trim width. Important live matter should be avoided in the gutter area. Do not split letters or words over a double page spread.

** If you have booked the first DPS in the magazine, this is increased to 10mm total (5mm per page)

	Bleed	Trim	Type
Double Page Spread	426 x 303	420 x 297	401 x 270

All measurements are width x height

Supplying Print Advertisements

CHECKLIST



The ad is one of these formats:
PDF | JPG | TIFF | EPS



Dimensions are correct (See pl)



3 mm bleed on each side if ad is set to a trim size



All images are in CMYK



All images are 300 dpi or more



All fonts are embeded or outlined



Any transparency is flattened at high resolution

ACCEPTED FILE FORMATS:

We accept PDF (preferred), EPS, TIF and JPEG files.

We do not accept native application documents including Quark XPress, Adobe InDesign, Illustrator or Word, Powerpoint, Publisher and Corel Draw.

PDF FILES:

We can only accept PDF 1.3 files (Acrobat 4.0 compatible). All layers and transparencies must be flattened before exporting.

There are 2 common methods of creating pdf files:

- 1) Exporting a PDF directly from the native desktop application
- 2) Printing a postscript file and using Acrobat Distiller to create a PDF

The PPA recommend using the first method, which is more reliable.

Please refer to the PDF print-ready guidelines on the PPA website:

<http://www.ppa.co.uk/all-about-magazines/production/pass4press>

PDFs containing layers can produce unexpected results in print. Any that are supplied to us containing layers or transparency will be automatically flattened by our PDF processing software. This may cause undesirable results for which we cannot accept liability.

RESOLUTION:

All Colour and greyscale images should be set to 300dpi.

No OPI information should be included within any file.

Supplying images at a lower resolution can lead to a loss of quality. We check for low resolution images but we can't accept liability for quality issues if you are unable to correct.

COLOURS:

All colours must be set to CMYK only with no embedded profiles.

Total ink coverage should be no more than 300%

To create a rich, 'Super Black', use the following values: 20C 20M 20Y 100K.

RGB, Pantone, Lab or Spot colours will be converted to CMYK automatically by our software and we cannot accept liability for undesirable colour shifts.

DOCUMENTS / BLEED:

Single full pages or fractional adverts should be supplied as separate files. Clients supplying multiple adverts should send 1 file per advert.

Double page spread adverts must be supplied as a single pdf file containing 2 pages.

Adverts must be supplied at either bleed size (3mm of bleed must be included on all edges) or type area size. Please ensure that live matter is a minimum of 10mm inside the trim area and the centre of any spread of your advertisement.

If your advert is not supplied to our size specifications but is within a 5% tolerance, then we will automatically re-size the advert without asking you. We cannot accept liability for undesired results. If the size of your advert is not within tolerance, you will be asked to resupply the file at the correct size. Any text or graphics that are outside this area risks being cropped off when the page is trimmed by the printer.

If bleed is not present you will be asked to re-supply or, depending on the design of the advert, we may add bleed for you.

KNOCKOUT / OVERPRINT:

Ensure knockout and overprint are set correctly in the source application document. These settings will be present in the PDF generated from the application file and will be honoured in print. All white matter should be set to knockout and not overprint.

Immediate Media Company cannot accept liability where an advert appears incorrectly in print and the fault is shown to originate from the application file.

FONTS:

All fonts must be embedded in the document. We cannot receive fonts from customers because it's illegal for us to do so.

If you're supplying an EPS file then please ensure that all fonts have been converted to paths or outlines before saving. If fonts aren't embedded in the document we will ask you to re-supply the file.

FILE TRANSFER:

We can receive files via email or via FTP. We can accept files up to (and not exceeding) 7MB over email.

Immediate Media Co. recommend that you download and use an FTP client. We recommend the following freeware client software:

Mac: Cyberduck
(<http://www.cyberduck.com>)

PC: Filezilla
(<http://filezilla.sourceforge.net/>)

Once you have uploaded to the site, please supply the file name to your Ad Production Co-ordinator.

IMMEDIATE MEDIA CO FTP SERVER FOR FILES LARGER THAN 7MB

<ftp.originpublishing.co.uk>
u: adsprodftp
p: T0werH0us3

ADVERTISING COORDINATOR

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Using Our Design Service

WHAT TO SUPPLY

- ▶ All images to be included at high resolution (at least 300 dpi at final size)
- ▶ Any logos (either as a vector graphic or at least 300 dpi)
- ▶ All text
- ▶ All contact details required for the advert
- ▶ Any colour requirements
- ▶ Any preferred font styles

WHAT WE DO

Our team of professional designers can create an advert for you, with your input, from elements that you supply. With many years of experience, our team are well placed to help you achieve what you want from your booking.

WHAT TO THINK ABOUT

Are you aiming to establish your business and get your name out there?

Do you want to promote services or a specific product, highlight a special offer, or a combination of these?

Send the text that you want to appear in the advert as an e-mail or a Word file. Think about what text to include – the language must be appealing to the reader.

Bear in mind that a cluttered advert is not easy to read – work on a rule of less is more. Any images and logos to be included must be provided at high resolution (at least 300 dpi). Please outline how you would like the advert to appear.

Do you have a specific idea in mind?

Does your company have an established identity and website to reflect in your advertisement?

Which adverts have caught your eye in the magazine previously?

Please read the terms and conditions on page 4, which outline what you can expect from our design service and what your obligations are in return, for example you are entitled to two free sets of author amendments before being charged. If you have any queries, get in touch with your copy contact.

ADVERTISING COORDINATOR

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Terms & Conditions

A full copy of our T&Cs is available upon request, but please see conditions below regarding copy content, supply, design, approval and processing.

5. Ad Content

Advertisements are accepted at the Publisher's absolute discretion and all orders are accepted subject to Clauses 7 and 8. If it is intended to include in an Advertisement a competition or a special offer of merchandise, other than that normally associated with the advertised product, full details of such competition or special offers must be submitted by the Advertiser at the time the order is negotiated.

6. Ad Content

The Advertiser warrants that any Advertisement submitted for publication shall comply with all applicable legislation regulations and codes of practice and is not an infringement of any other party's rights. The Advertiser will indemnify the Publisher fully for all costs and damages (including legal costs and awards ordered against the Publisher) in respect of any claim made against the Publisher arising from the advertisement or the publication.

7. Ad Content

Advertisements must not contain any reference to the Publisher or any associated company, product, brand or logo. If, in the sole and absolute discretion of the Publisher, the advertisement is considered likely to imply that the publisher or its sponsors endorses or is in any way connected with the Advertiser or the proprietor(s) of any other material contained in the advertisement, the advertisement will be refused.

8. Ad Content

The Publisher reserves the right in its absolute discretion to cancel any Contract or to omit or suspend an advertisement for good reason (including but not limited to advertisements that are libellous, defamatory, pornographic, socially unacceptable, insensitive or otherwise contrary to the editorial policy). Should cancellation, omission or suspension be due to the act or default of the Advertiser or

his servants or agents including the unsuitability of the Advertisement as indicated above, then the Advertiser shall pay for the space reserved by the Advertisement in full notwithstanding that the Advertisement has not appeared. Such cancellation, omission or suspension shall be notified to the Advertiser as soon as possible.

13. Copy Supply

If Copy is not received by the last day for receiving Copy the Publisher reserves the right in its absolute discretion to repeat Advertiser's existing Copy in its possession where appropriate or where the Publisher does not hold Copy to omit the Advertisement and to charge for the space reserved in accordance with Clause 8.

At the Publisher's discretion, proofs of copy may be provided. This is contingent on copy being supplied by the Advertiser to the Publisher by the last day for receiving Copy as stated by the Publisher.

If the Advertiser is supplying copy as a digital file, the Advertiser must adhere to the Digital Specification issued by the Publisher. In the event that the digital file does not comply with the Digital Specification, the Publisher reserves the right in its absolute discretion to reject the copy in which case the Advertiser will be asked to re-supply. If due to time constraints, the Publisher has to repair or rectify the file, the Publisher will notify the Advertiser and shall not be liable for any inaccurate reproduction of the Advertisement or any resulting costs whether direct or indirect.

In the case of loose insert or other insert advertising, if the advertiser fails to adhere to the Insert Delivery instructions issued by the Publisher the Publisher reserves the right in its absolute discretion to omit the advertisement and to surcharge the Advertisement in full notwithstanding that the Advertisement has not appeared.

14. Advertiser's Property

Advertiser's property, originals, artwork, type, mechanicals, positives etc are held by the Publisher

at the owner's risk and should be insured by the Advertiser against loss or damage from whatever cause. After performance of the Contract relating to such materials the Advertiser shall be responsible for collecting all such materials which it requires from the Publisher's premises, failing which, the Publisher reserves the right to destroy all artwork which has been in its possession for more than six months and no liability shall be attached to the Publisher in respect of such destruction.

15. Additional Charges

Charges will be made to the Advertiser where production work of any kind is required to put the Advertisement in a form suitable for Publication for any reason and at any stage. The Publisher will notify the Advertiser of such charges in writing upon receipt of advertising copy and these charges will be agreed prior to the work being carried out, unless such acts or defaults do not become apparent to the Publisher until the manufacturing cycle begins in which case reasonable standard charges for such work shall be made.

16. Free Ad Design/Setting Service

The Publisher provides for the benefit of Advertisers and as a gesture of goodwill a basic ad-setting service which may be used only in conjunction with the specified Booking Confirmation and published only in the Publisher's magazine titles. The service requires the Advertiser to supply copy in accordance with the Publisher's specifications and Copy Deadline. The Advertiser must be the rights holder or official licensee of all logos, images, marks and text used in the Advertisement. The Advertiser must supply clear instructions as to how copy should be used and laid out in the advertisement space booked. The ad-setting service may also be used to update previously-run or archived Advertisements but it is the Advertiser's responsibility to contact the Publisher before the Copy Deadline to request such changes and the Publisher will accept the request at its discretion, taking into account the work required, technical restrictions, the Publisher's existing commitments and the time remaining before deadline. Advertisements thus created by the Publisher for the Advertiser may not be used to advertise in competitive titles or with other publishers. The service does not include proof-reading, copywriting, branding work or marketing advice. The service is limited to two sets of author amendments and amendments beyond this entitlement shall be subject to a Publisher's fee. The Publisher will provide a low resolution PDF

proof of Advertisements created using this service to Advertisers for approval, and if the Advertiser does not respond by the date specified in the proofing correspondence, approval will be deemed given. The Advertiser will use only those fonts for which it holds a licence.

17. Errors

Although every effort is made to avoid errors, should they occur the Publisher will not be liable in any of the following circumstances

- Where the error is due to inaccurate or imprecise instructions from the Advertiser to the Principal
- Where the Copy has been given only verbally to the Publisher
- Where the Copy has not been supplied until after the Copy Deadline and/or the Publisher has exercised its right under Clause 13 above
- Where the error concerns the colour reproduction of the Advertisement and the Advertiser has failed to supply a colour proof with the copy
- Where the error has occurred during the ad-setting service offered to Advertisers by the Publisher under Clause 16
- Where a written complaint about the Advertisement has not been received by the Publisher within 60 days of the On-Sale Date of the Publication in which the Advertisement appeared.

In cases 17 (a-f) above the Advertiser remains liable for the full price of the Advertisement as indicated on the confirmation. In addition, should an error occur in an Advertisement which is to be repeated, it is the responsibility of the Advertiser to inform the Publisher in writing of the error within seven days of the On-Sale Date of the Publication in which the Advertisement appeared (or within three days in the case of a weekly Magazine). If this is not done, and the incorrect Advertisement is repeated, the Advertiser remains liable for the full price of the repeated Advertisement.

In all cases, other than those above, if an error occurs which is clearly the fault of the Publisher, compensation may be considered up to but not exceeding the price of the relevant Advertisement. Claims for consequential loss exceeding that price cannot be considered.

The basis on which any compensation shall be agreed is that of a percentage refund of the relevant amount equal to the percentage loss of response which can be reasonably attributed to the error.

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