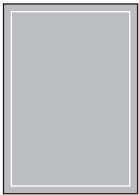


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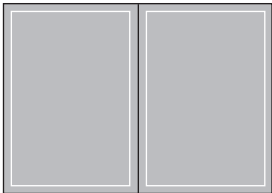
Technical Specification 2017

Advertisement Dimensions



Full page

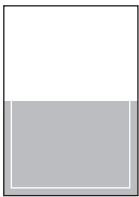
Trim: H 297mm x W 210mm
Bleed: H 303mm x W 216mm
Type: H 273mm x W 186mm



Double page spread

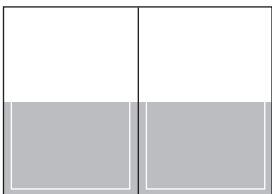
Trim: H 297mm x W 420mm
Bleed: H 303mm x W 426mm
Type: H 273mm x W 396mm

**Must be supplied as one file – not separate pages*



Half page horizontal

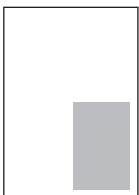
Trim: H 146mm x W 210mm
Bleed: H 149mm x W 216mm
Type: H 134mm x W 186mm



Half page horizontal double page spread

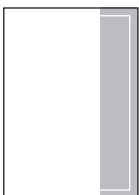
Trim: H 146mm x W 420mm
Bleed: H 149mm x W 426mm
Type: H 134mm x W 396mm

**Must be supplied as one file – not separate pages*



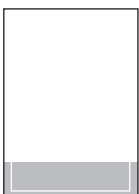
Quarter page

Type: H 134mm x W 91mm



Vertical strip

Trim: H 297mm x W 56mm
Bleed: H 303mm x W 62mm



Horizontal strip

Trim: H 56mm x W 210mm
Bleed: H 59mm x W 216mm

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Preferred Format

Adfast (Qmul) is the preferred method of advert artwork delivery for Elegance. To learn more about Adfast go to www.adfast.co.uk or phone the Adfast Helpline on **020 7278 4009**

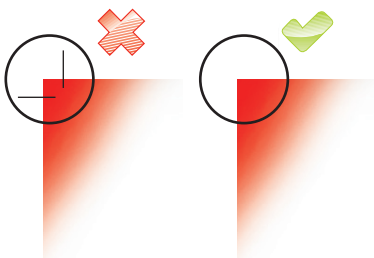


Our preferred format is Acrobat 4 (PDF version 1.3)

Please ensure saved or exported files for publication are Acrobat 4 (PDF version 1.3) with all fonts embedded. This PDF version will avoid potential transparency problems and reduce the possibility of being rejected by Asura (our file-checking software).



Elegance does not support Microsoft Publisher formats. TIFF and JPEG completed file formats should be avoided as text/graphics will be screened and black will be converted to 4 process colours.



All advertisements for publication including those with bleed should be supplied without crop marks and sized exactly to the artboard.

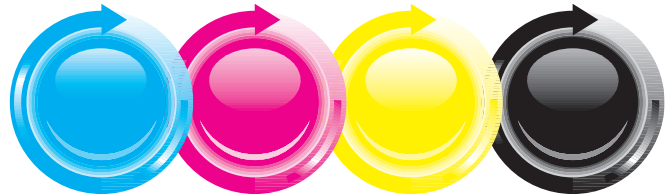
Deadline

At least 3 weeks prior to publication. Details available on request.

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Defining Colours



All colours used with the supplied EPS or PDF advert should be defined as CMYK process colours. Failure to do this is likely to result in advertisements appearing incorrectly. Pantone or spot colours must be converted to CMYK process colours. Avoid using the over-print function unless it is for graphics and text reproduced from 100% black or a percentage of black.

Scan Resolution

Artwork should be scanned at a resolution which reflects both the enlargement or reduction from the original and the output resolution at which we print (150lpi). A basic formula for halftone originals can be used here which is: Scan Resolution = % Magnification (or reduction) of Original x Twice Output Resolution*

*In our case this value would be 300. **Pictures should be adjusted as 300dpi.** Following this simple formula will help keep the file sizes to the minimum.

Colour Management

Click here to download the ICC colour profile for use with Elegance.

Contact

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Advertising queries to Caroline McAndrew **01224 692977**
Email: caroline.mcandrew@ajl.co.uk

Editorial queries to Michael McCosh **01224 343345**
Email: michael.mccosh@ajl.co.uk or elegance@ajl.co.uk

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Email: sclark@dcthomson.co.uk