

advert specs

WEEKENDER

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* All measurements below are height first and width second

Wrap - Head to toe publication

Front pages - 155mm high x 260mm wide. Set to size with no bleed

Inside & back - 320mm high x 260mm + 5mm bleed - Includes margin

Inside & back - Extends to trim edge - 340mm high x 280mm wide +5mm bleed (Type area is 320mm high x 260mm wide)

* See example of this option on the next page.

Inside

Double Page Spread - Including Margin

- 2 full pages as a spread 320mm high x 540mm. Set to size with no bleed

Double Page Spread - Extends to trim edge

- 2 full page bleed as a spread 340mm high x 560mm wide +5mm bleed (Type area is 320mm high x 540mm wide)

Full Page - Including Margin

- 320mm high x 260mm wide. Set to size with no bleed

Full Page - Extends to trim edge

- 340mm high x 280mm wide +5mm bleed. (Type area is 320mm high x 260mm wide)

Half Page

- **Horizontal** 155mm high x 260 mm wide. Set to size with no bleed

- **Vertical** 320mm high x 127mm wide. Set to size with no bleed

Quarter Page 155mm high x 127mm wide. Set to size with no bleed

Eighth Page - 75mm high x 127mm wide. Set to size with no bleed

Front page strip 4x8 40mm high x 260mm wide. Set to size with no bleed

FILE FORMATS

We accept **PDF**, **TIF**, and **JPG** files. All must be at least 150dpi for newsprint at final output size.

Required colour mode is CMYK. All RGB colour files supplied will be converted to CMYK using in-house conversion tables which might cause some shift in Pantone and other colours, so we recommend that all files are supplied in CMYK mode. TIF files must be 8 bit per channel and should not include alpha channels, layers, clipping paths, transparencies or masks.

PSD, **Illustrator**, **Freehand**, **InDesign** and **Quark Express** files are not accepted without their fonts and linked images and may not be readable due to version differences.

Word, Power Point, Publisher & Corel Draw or other similar programmes which are not mentioned above are **NOT SUPPORTED**. These files will have to be re-designed our end.

Please e-mail all artwork to dan@southwarknews.co.uk & milena Kanakova

If you have any queries, please do not hesitate to give us a call on: **020 7232 1639**

Trim vs Bleed

Trim

Size of the actual magazine page. We used our standard full page dimension of 340mm x 280 in our example.

Bleed

To print an item on a page right up to the edge would be very difficult to achieve given that all print presses have a degree of movement as paper passes through. You would inevitably get some pages where there is a small gap between the edge of the image and the edge of the paper, spoiling the effect. To overcome this the image is allowed to extend outside of the page area or 'bleed'. This ensures that the image 'bleeds off' the page even if there is slight movement of the paper.

Crop, or Corner Marks

Marks placed on the copy to indicate the edge of the page. You do not have to create these. If the trim size of your page is the correct dimensions needed by the magazine, the crop marks will print where they need to be.

Live Area

All text needs to stay within this area unless you want it to bleed off the page. All photos or other graphics that you do not want to bleed need to stay within this area. The 10mm margin allows the printing press to have room to trim properly.

