

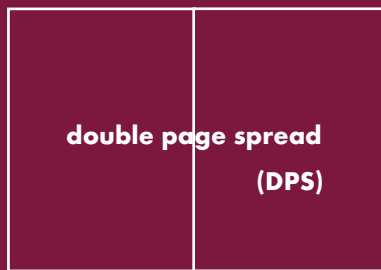
MECHANICAL

specifications



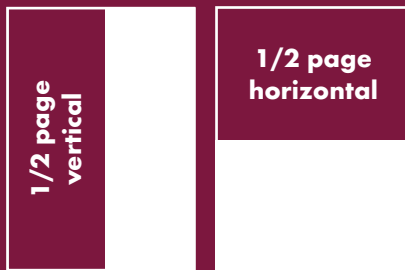
single page A4

bleed: 303 x 216mm
trim: 297 x 210mm
type area: 260 x 180mm
(height x width)



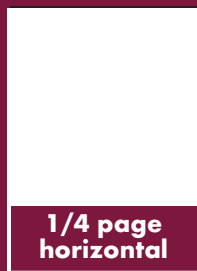
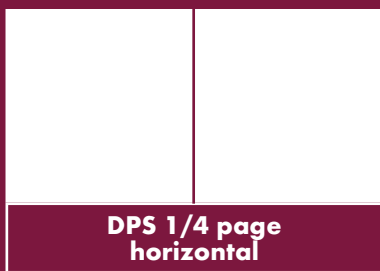
double page spread (DPS)

bleed: 303 x 426mm
trim: 297 x 420mm
type area: 260 x 384mm
(height x width)



half page A4

1/2 vertical: 297 x 105 mm +3mm bleed
1/2 horizontal: 148.5 x 210mm +3mm bleed
(height x width)



banners & quarter pages

1/4 DPS: 74.5 x 420mm +3mm bleed
1/4 vertical: 297 x 52.5mm +3mm bleed
1/4 horizontal: 74.5 x 210mm +3mm bleed
(height x width)

SUPPLYING ARTWORK

WHAT? We only accept HIGH RESOLUTION PDF's with X1A distiller settings

Please ensure your PDF's:

- DO NOT have any security settings
- All fonts are embedded

When designing adverts please ensure:

- All images are high resolution 300dpi, tif or eps, and all colours are CMYK
- No compressed images - i.e. LZW compression
- There are NO unusual Quark extensions
- Illustrator files have fonts outlines
- DO NOT use spot colours in the design palette.

Alternatively please send adverts in Quark Xpress or EPS format, with MAC fonts and images supplied.

HOW? All artwork can be uploaded to our FTP site. For web uploading go to www.ibackup.com and call us for current log in and password.

Alternatively artwork can be sent on a CD clearly labelled with the company name, magazine and month it is due for insertion.

Artwork can also be **emailed** to us at production@intelligentmedia.co.uk

Please post to us **2 x full colour hardcopy print outs** of the artwork

WHERE? Intelligent Media Solutions Suite 144 Business Design Centre 52 Upper Street Islington London N1 0QH

Email: production@intelligentmedia.co.uk

Tel: 0207 288 6833
Fax: 0207 288 6834