

frieze

All digital files must conform to the following specifications:

- Files must be high resolution PDFs, version 1.3 (Acrobat 4), or made using Adobe Acrobat Distiller. PDF versions 1.4 and 1.5 can cause problems (frieze Acrobat Distiller job options should be used).

**** We do not accept artwork that has been designed in Photoshop. ****

- All images must be 300 dpi to ensure quality reproduction.
- All fonts must be embedded.
- Files must not contain any non-CMYK elements (no RGB, LAB or colour profiles ie ICC profiles).
- Combined colour ink density should not exceed 300%; to obtain a deep black please use: cyan 60%, magenta 0%, yellow 0%, black 100% = colour density 160%. Higher density may cause set-off due to ink saturation.
- Single-page PDFs should be supplied unless otherwise agreed
- Fogra 39L proof must be supplied for colour matching

Extra production costs:

- If a file is supplied incorrectly, we will fix the PDF (if possible) for free for the first time. If you continue to supply the PDF incorrectly, a charge of £55 will be made for the time spent in correcting the PDF.
- We can make a PDF or design your ad. The following charges will apply:

	Make PDF	Colour Proof	Courier	Design of Advert*
Quarter Page	£55	£15	£15	£110
Half Page	£55	£25	£15	£170
Full Page	£55	£35	£15	£280

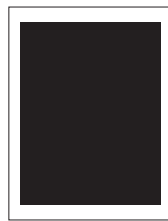
*including one PDF, proof and courier

Formats and sizes:

- 1/4 page and 1/2 page adverts must be fully defined by a key line, or an image or background tint that fills the space up to the edges, and should not include bleed.
- Full page adverts must include 4 mm bleed and must have crop marks.
- Full page adverts must adhere to the type area (see below). frieze cannot be held responsible for the loss of any text or images that are beyond the safe type area.



FULL PAGE
trim size
230 x 300 mm
full bleed
238 x 308 mm



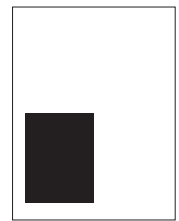
FULL PAGE
type area
196 x 254 mm



HALF PAGE
horizontal
196 x 124 mm



HALF PAGE
vertical
95 x 254 mm



QUARTER PAGE
vertical only
95 x 124 mm

Advertisements must be supplied by email or on CD by post if the file exceeds 10MB.

Files can also be uploaded to our FTP server:

Server address/host (please use a web browser, not an FTP client): <http://87.194.5.191>

username: friezeads

password: friezeads

More information on how to create a PDF is available upon request.

Contact

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