

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 £58 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	£58	£16	£16	£115
Half Page	£58	£26	£16	£179
Full Page	£58	£37	£16	£294

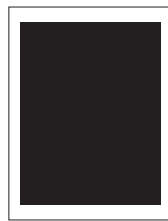
*including one PDF, proof and courier

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 (including full-bleed pages) must adhere to the type area: a minimum of 10mm from trim (top and bottom) and 17mm from trim (left and right), 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



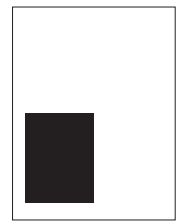
FULL PAGE
type area
196 x 254 mm



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: friezeftp.frieze.com

username: friezeads

password: friezeads

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

Contact

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