mechanical data

Dimensions
(all sizes are in mm and are depth x width)

Size of Space	Type Area*	Trim Size	Bleed Size
Double Page Spread**	**254 x 388**	**297 x 420**	**303 x 426**
Full Page	**254 x 178**	**297 x 210**	**303 x 216**
Half Page DPS	**124 x 388**	**146 x 420**	**152 x 426**
Half Page – Horizontal	**124 x 178**	**146 x 210**	**152 x 216**
Half Page – Vertical	**254 x 86**	**297 x 102**	**303 x 105**
Mini Page	**190 x 127**		
Quarter Page – Standard	**124 x 86**		
Quarter Page – Horizontal Strip	**60 x 178**	**82 x 210**	**88 x 216**
Quarter Page – DPS	**60 x 388**	**82 x 420**	**88 x 426**

*   For Maximum Type Area On Bleed Adverts, Please Leave At Least 10mm From Trim Edges
**   GUTTER ALLOWANCE – please contact the Production Department for details

Materials Required

PLEASE NOTE THAT ADVERTISERS <u>CANNOT</u> CARRY PRICING INFORMATION ON THEIR ADVERTS. ANY ADVERTS RECEIVED WILL BE REJECTED, SO PLEASE ENSURE THE MATERIAL IS SUPPLIED CORRECTLY.

Digital Adverts:
We will accept adverts without a chromalin proof, however, for exact colour matching a chromalin must be supplied. Turret Group takes no responsibility for colour reproduction if a chromalin is not supplied.

Digital Specifications:
Quark XPress, - The native Quark files should be supplied (NOT as Quark EPS files) with the relevant graphic files and all fonts used. Preferably using the 'collect for output'. If QXP EPS files have to be supplied then all fonts used MUST be supplied to avoid printing problems.

Adobe Illustrator/Macromedia Freehand - Files should be saved/exported as Macintosh EPS files, with ALL fonts converted to outlines. If fonts are not outlined then fonts used MUST be supplied. If native application files are supplied, all linked graphics must be included.

Adobe In-Design - Files up to CS5 can be accepted, all fonts and graphics should be sent with file. When layers have been used within a file it is imperative that ALL layers are flattened.

Adobe Photoshop - All graphics/images must be CMYK colour (NOT RGB, LAB or Alpha channels). If RGB images are supplied, they will be converted to CMYK but colour integrity cannot be guaranteed. JPEG should not be progressive format. EPS files with JPEG encoding are NOT acceptable. Resolution should be 300dpi.or higher (Bitmap 1200dpi or higher).

PDF files (see additional note)

Any images within the PDF should adhere to the EPS and TIFF rules shown above.
If the advert is to have bleed please ensure that this is supplied on the PDF files. For guidelines on creating a PDF file please the PASS4PRESS specification which can be downloaded from the PPA website at www.pass4press.com

All fonts should be embedded. If PDF files are supplied they MUST be PRESS optimized specifications.

Submitting Ad Copy:
E-mail:
- Please email your ad copy to: **c.baird@turretgroup.com**
- Ensure that when preparing files for transmission, in the "Subject" section insert: Ad copy for BLINDS & SHUTTERS BUYERS GUIDE - [ISSUE YEAR]
  Advise the NAME OF ADVERTISER and APPLICATION THE FILE HAS BEEN SUPPLIED IN (i.e. Photoshop, Quark etc).

File transfer:
- We are happy to download files supplied to us via file transfer

Advice to Advertisers
Turret Group is a reputable publisher providing independent information for readers. In addition to providing quality editorial, we endeavour to ensure all advertisements carried within our magazines are honest, decent, true and legal and meet the CAP Code. This is the British Code of Advertising, Sales Promotion and Direct Marketing and is administered by the Advertising Standards Authority (ASA). The CAP code is available online at http://www.asa.org.uk
Advertisements are accepted in good faith and we hold full contact details on all advertisers. To the best of our ability, Turret Group trades only with reputable companies.
To meet reader needs and to ensure the maximum response, we advise all advertisers to include full contact details (telephone, fax, email, postal address) on all advertisement copy.

additional information

Application files must be supplied with supporting files, fonts, images etc. IT IS THE RESPONSIBILITY OF THE SENDER TO MAKE SURE ALL THE ELEMENTS ARE ENCLOSED. Failure to do so will delay processing. DO NOT compress or JPEG any images. All images must be CMYK not RGB, and must be to the correct size and resolution. If there are spot colours used for extra separations, it is essential that the naming convention is applied to all elements relating to that separation.

Trims, Bleeds:
All materials submitted must contain trim and registration marks. Adequate allowances for bleeds must be made for any printed matter that extends to the edge of the page or print area. Please be aware, if adverts are not supplied with the required bleed, we may have to reduce to fit our standard type area. To avoid this, please supply your advert with a 3mm bleed allowance

PDFs:
Please use the PASS4PRESS specification which can be downloaded from the PPA website at www.pass4press.com. Please ensure that all fonts are EMBEDDED and the file is supplied flattened.

Quark XPress:
The use of italicising and embolding of type from the toolbar must not be used. Only use the bold or italic of the family of typefaces used. Failure to do so may cause reflow or typefaces not appearing as expected.

InDesign Files:
Please check the file prior to sending. Go to VIEW, then overprint preview. You will see how your advert will appear when submitted. In the WINDOW-attributes menu, check the setting of the box. If supplying a PDF file, please ensure it is a flattened file - Go to the layers window and there will be a drop down arrow, select the option to flatten artwork, then resupply your PDF file. **PLEASE NOTE THAT PDF'S CREATED FROM INDESIGN FILES DO NOT SUPPORT DROP SHADOWS AND LINES MAY APPEAR ON THE PRINTED ADVERT.**

Application Generated Postscript or EPS Files:
Fonts must be embedded or outlined. DO NOT USE compressed or JPEG any images within the file. All colour use must be in CMYK. All images must be of the correct size and resolution.

Fonts:
Whilst our suppliers have an extensive Adobe® and Bitstream® typeface library, would you contact the production team if any uncommon or unusual typefaces are used. When supplying the original file, in order to avoid any problems or delays please include all fonts (both printer and screen) with the files where necessary. It is the client's responsibility to ensure that the font licensing agreements are complied with. When supplying a PDF file, please ensure fonts are embedded.

Graphics:
Continuous tones should be CMYK format for colour, Greyscale for black and white and supplied in a single file format at 300 dpi resolution. Bitmap images at a resolution of 1200.

Microsoft Applications:
Material generated from word processing programs are not suitable for use in the printing process as files have to be converted into Postscript® which may produce unexpected results. Therefore, please create adverts in a recognised professional designed programme specifically for the graphics industry.

WE CANNOT GUARANTEE THE QUALITY OF WORK SUBMITTED OUTSIDE OF THESE SPECIFICATIONS.

If you have any Production queries, or require any further information, please contact:

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