

## mechanical data

### Dimensions

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

<b>Size of Space</b> .....	<b>Type Area*</b> .....	<b>Trim Size</b> .....	<b>Bleed Size</b>
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
Eighth Page.....	60 x 86		
Eighth Page – Horizontal Strip .....	27 x 178		

#### Front cover

Live area: ..... 180 x 210

Supplied page size ..... 297 x 210 ..... 303 x 230

\* 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

We are able to process adverts without a colour proof, however, for exact colour matching, a chromalin proof must be supplied as colours on screen can be different to print.

Turret Group takes no responsibility for colour reproduction if a chromalin is not supplied.

#### Digital Specifications:

**PDF files** All images within the PDF should have a resolution of 300dpi.or higher (Bitmap 1200dpi or higher).

If the advert is to have bleed please ensure that this is supplied on the PDF files. For guidelines on creating a PDF file refer to the PASS4PRESS specification which can be downloaded from the PPA website at [www.pass4press.com](http://www.pass4press.com)

All fonts should be embedded. PDF files MUST be created to PRESS optimized specifications. All ads are subject to a **PREFLIGHT** check before they are used.

Preflight specifications can be downloaded at

[http://www.turretgroup.com/images/stories/active/SG-Acrobat-Preflight.kfp\\_.zip](http://www.turretgroup.com/images/stories/active/SG-Acrobat-Preflight.kfp_.zip)

#### Other formats

**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** - ALL fonts within the advert should be converted to outlines. If fonts are not outlined then fonts used MUST be supplied. All linked graphics must be also be supplied.

**Adobe In-Design** - All fonts and graphics should be sent with file.

**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).

#### 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 AQUAFEED DIRECTORY– [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

NOTE:

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](http://www.pass4press.com).

## additional information for digital files

### General:

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.**

### 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.

### 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.**

### 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.

### PDF's:

Please use the PASS4PRESS specification which can be downloaded from the PPA website at [www.pass4press.com](http://www.pass4press.com)

### 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. 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.

### 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.

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

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

**Carol Baird**

☎ **01923 437619**

✉ **c.baird@turretgroup.com**

📄 **Turret Group Ltd  
Cardinal Point  
Park Road  
Rickmansworth  
Herts  
WD3 1RE  
UK.**

**Switchboard:**

**+44 (0) 1923 432705**