

# supplying artwork

A guide to the correct way to supply complete artwork

## ACCEPTED FORMATS

Our preferred format is Adobe Acrobat PDF.  
THESE MUST BE

- Hi-res (press-optimised)
- Fonts embedded
- Pre-flight check is advisable

### The PDF elements:

- Fonts must be embedded or outlined
- Image files for advertisements must be in JPG or TIF
- Image resolution must be no less than 300dpi
- All colours to be CMYK process separation ONLY
- NO spot Pantone or RGB colours to be supplied
- If you are using a native illustrator/freehand EPS logo that contains text within your artwork, PLEASE ENSURE that the text is converted to outlines prior to making your pdf

We can also accept the following formats

- EPS (fonts outlined, tif linked graphics)
- Photoshop TIF or EPS (CMYK, 300dpi)

### OPI warning:

PLEASE DO NOT supply PDF's created natively from InDesign, Quark 6.+, Photoshop or Illustrator. PDF's made this way sometimes embed conflicting OPI information into the file (this causes images to become muddled). When using the above-mentioned software please make the PDF's the 'old fashioned' way, ie. create an EPS then distil separately via Acrobat Distiller. We will not be held responsible for any errors that may occur on advertisements created using the native pdf-making-routine for the above-mentioned software.

### Note:

We **DO NOT ACCEPT OPEN DOCUMENTS** of Quark, Indesign, Photoshop and Illustrator etc

## FONTS

We are licensed to use all fonts from Adobe libraries. If you are supplying a typeface from any other 'foundry' please ensure that you have the permission to pass on to a third party for reproduction.

## ARTWORK DEADLINES

As agreed with your account manager

## DELIVERY METHOD

### ■ By Email:

Please email artwork directly to the titles Production Coordinator (see opposite) or to the copy-bin for all titles: [supplied@sussexlife.co.uk](mailto:supplied@sussexlife.co.uk)

### ■ By Adfast:

details on how to register and send ads are on [www.adfast.co.uk](http://www.adfast.co.uk)

customer service line is 0870 240 2717

### ■ On Compact Disc

(No DVDs, Zip Discs or Floppy Discs) and posted to the titles Production Coordinator or direct to Production (address opposite)

## FILE NAMING

To prevent problems identifying your advertisement, files or folders should be named as:

### Advertisement URN\_Client Name\_Insertion Date

If you are sending amended artwork please put AMEND at the beginning of the filename and please notify your account manager

## ADVERTISEMENT SIZES

Advertisement space is sold in sizes as described on separate mechanical data sheet. PLEASE ensure your artwork is the correct dimensions for the advertisement booked.

### Bleed advertisements:

PLEASE PLACE ANY IMPORTANT TEXT AT LEAST 10MM FROM EDGE OF ADVERTISEMENT AREA ON BLEED ADVERTISEMENTS. Page trim size is 220mm x 300mm. We require 3mm bleed on all edges, thus document size 226mm x 306mm.

Files sent beyond deadline, without a hard-copy proof or without the correct name, may result in the deletion of the advertisement or the wrong advertisement appearing in the title.

If you have any problems or queries regarding supplying artwork please contact us:

## HERTFORDSHIRE LIFE

### Laura Isaac

Production Coordinator

01903 604201

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### Richard Andrews

Deputy Group Design and Production Manager

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### Andrew Woollacott

Group Design and Production Manager

01903 604225

[andrew.woollacott@archant.co.uk](mailto:andrew.woollacott@archant.co.uk)

### Please note:

**We do not supply proofs of supplied advertisements.**

Archant Life cannot be held responsible for errors, omissions or missed advertisements as a result of technological incompatibilities, incorrectly supplied files or late copy.

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# mechanical data

The size of adverts and pages at Archant Life South East



## PAGE DIMENSIONS

Trim size: 220x300mm



## A: FULL BLEED DPS (28x8)

452x306mm

- This size incorporates 3mm bleed around each page
  - Pink border represents bleed area
  - We recommend keeping ALL important information at least 7mm away from the trim-edge (equates to 10mm inc bleed)
- TIP: Please allow 6mm to be trimmed out of the centre of the advert when supplying at 452mm width, and keep all important information 20mm from centre-line due to binding



## B: FULL page (28x4) with bleed

226x306mm

- This size incorporates 3mm bleed around each page
- Pink border represents bleed area
- We recommend keeping ALL important information at least 7mm away from the trim-edge (equates to 10mm inc bleed)



## C: FULL page (28x4) – Image area

199x271mm



## D: HALF page horizontal (14x4) 199x133mm



## E: QUARTER page vertical (14x2) 97x133mm



## F: HALF page vertical (28x2) 97x271mm

## DIRECTORY ADVERTISING

The main sizes available for these are the following:  
(5x1) 46x50mm  
(5x2) 97x50mm  
(10x1) 46x100mm

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