



# Advertisement Specifications

Dear Advertiser,

Please note that we require your advertisement in a digital format.

## **PREFERRED FORMAT**

Digital files should be supplied as PDFs. These are created by distilling a postscript file of your artwork in Adobe Acrobat, version 4 (or higher). The PDF format has now become the standard format for the transmission of advertising. We recommend it both for security and file size.

The PDF should be output to Pass4press standards (a set of best practice guidelines that focuses on the complete workflow). For more detailed instructions our printer recommends you visit their website where guides and Plug-ins are available as free downloads for most operating platforms:

[http://www.ppa.co.uk/  
all-about-magazines/  
production/pass4press](http://www.ppa.co.uk/all-about-magazines/production/pass4press)

If for any reason you cannot supply PDFs, we ask that the following be observed:

a. Postscript formats - we prefer QuarkXpress\*.

b. Graphics - these should all be composite single CMYK files (RGB files are not acceptable), Corel Draw is only acceptable if saved as an EPS file with the text as curves. We prefer that graphics are compressed and we strongly recommend EPS JPEG from Photoshop.

c. Fonts/Typefaces - to ensure accurate output of your files you will need to send us the postscript fonts used. Please note we will not take responsibility for problems arising from Truetype fonts, these give inconsistent results on Postscript Rips, and can only be distilled to PDF in Acrobat 4.

\*If you have any doubts whatsoever about outputting your advertisement to PDF, please provide the Quark files, including ALL fonts and images, on disc.

## **2) TRANSMISSION**

Files must be labelled with the advertiser's and publication's name, and may be sent by e-mail to [ian.rycott@financial-i.com](mailto:ian.rycott@financial-i.com). Alternatively you may send the files direct to financial-i in London on disc (Zip 100 or CD-Rom). Whichever method you choose to send your advertisement you MUST provide a colour proof (cromalin or equivalent). Please mail your colour proof direct to financial-i.

## **3) DIRECTORY LISTING**

If you are providing a directory listing, we will require 60 words of text (this can be increased to 90 words if you only use an e-mail address and URL for contact details), your full contact details, and your logo (as an Illustrator EPS, with the fonts saved as outlines). Colours must be saved as CMYK, not RGB). These should be sent by e-mail to: [ian.rycott@financial-i.com](mailto:ian.rycott@financial-i.com).

#### 4) DIMENSIONS (N.B. Our page is NOT A4):

Full page

Trim size

Type area

Bleed size

h.280mm x w.210mm

h. 240mm x w.170mm

h.286mm x w.216mm

Half page

Horizontal

Vertical

h.120mm x w.170mm

h.240mm x w.83mm

Double page\*

Trim size

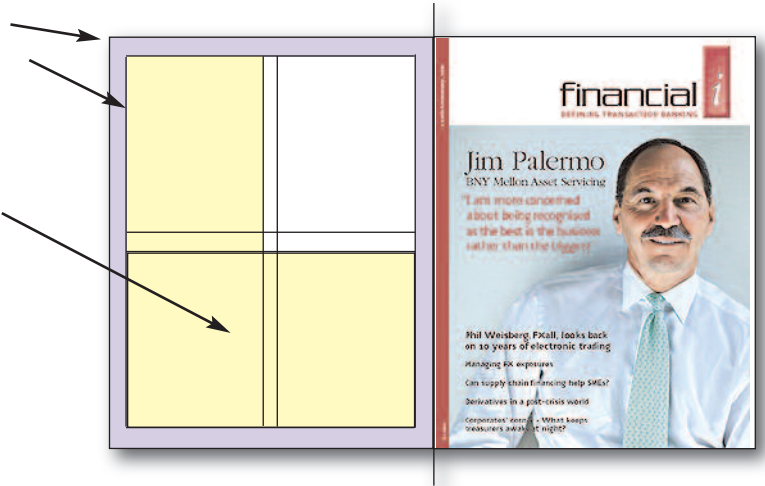
Type area

Bleed size

h.280mm x w.420mm

h.240mm x w.380mm

h.286mm x w.426mm



*\*(allow at least 12mm text gap for gutter, and provide two files, one for the left hand page and one for the right.)*

# Online Ad Specifications

## ONLINE ADVERTISING SPECIFICATIONS

- Dimensions:** Medium Rectangle: w.300px x h.250px  
**File type:** .GIF or .SWF  
**Animation:** Animation loop must not exceed 10 seconds and be set to repeat indefinitely (any longer and the end of the loop will be lost on ad rotation).  
**Max. file size:** 150kb.  
**Links:** Please provide the link separately (do not embed in ad file).



NB for non-standard insertions separate specifications will be provided.

If you have any problems please do not hesitate to call:

**Ian Rycott,**  
**Financial-i Ltd., 40 Bowling Green Lane,**  
**London EC1R 0NE, England**  
tel: +44 (0)20 7415 7169  
e-mail: [ian.rycott@financial-i.com](mailto:ian.rycott@financial-i.com)