

Mechanical Specifications

**Estates
gazette**

Display Advertising

Ad Size	Bleed	Trim	Type
Display Eighth Page	n/a	n/a	65 x 90
Display Quarter Page Horizontal	n/a	n/a	65 x 185
Display Quarter Page Vertical	n/a	n/a	135 x 90
Display Eighth Page	n/a	n/a	65 x 90
Display Half Page Vertical	n/a	n/a	274 x 90
Display Half Page Horizontal	n/a	n/a	135 x 185
Display Half Page Spread	n/a	n/a	135 x 402
Display Full Page	305 x 216	297 x 210	274 x 185
Display Double Page Spread	305 x 428	297 x 420	274 x 402

PDF / Artwork Specifications

To ensure maximum quality finish artwork should be supplied to a PDFx/1a industry standard. If this is not possible please try to follow the below outlines.

Compatibility - When producing a PDF ensure that the compatibility is no greater than a PDF 1.4.

Fonts - All fonts to be embedded within the PDF.

Colours - ICC colour profiles, Lab colours, RGB images and spot colours are not to be used. All colours should be set to a CMYK process colour output.

Images - Logos, photos and graphics should all have a minimum output of 300 dpi.

Bleed - A bleed ad that is designed to flow off the sides of a page This should be clearly indicated using crop or bleed marks with a minimum of 3mm added to the trim size.