

# Mechanical Specifications

# Optician

## Recruitment Advertising

Page size	Bleed	Trim	Type
Recruitment Quarter Page	n/a	n/a	135 x 96
Recruitment Half Page Horizontal	n/a	n/a	135 x 195
Recruitment Half Page Vertical	n/a	n/a	270 x 96
Recruitment Full Page	303 x 297	297 x 210	270 x 195

Page Size	Column Width
Column 1	30
Column 2	63
Column 3	96
Column 4	129
Column 5	162
Column 6	195

## 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.