

Mechanical Specifications

UTILITYWEEK

Display Advertising

| Ad Size | Bleed | Trim | Type |
|------------------------------|-----------|-----------|-----------|
| Display Eighth Page | n/a | n/a | 62 x 90 |
| Display Eighth Page Strip | n/a | n/a | 30 x 187 |
| Display Quarter Page | n/a | n/a | 128 x 90 |
| Display Half Page Vertical | 296 x 106 | 290 x 103 | 270 x 90 |
| Display Half Page Horizontal | 143 x 216 | 140 x 210 | 128 x 187 |
| Display Full Page | 296 x 216 | 290 x 210 | 270 x 187 |
| Display Double Page Spread | 296 x 426 | 290 x 420 | 270 x 390 |

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.