

SIZE A4		HEIGHT	WIDTH
Double page spread (dps) bleed		303mm	426mm
Full Page	Trim size	297mm	210mm
	Type area	271mm	185mm
	Bleed	303mm	216mm
Half Page landscape	Trim size	148mm	210mm
	Type area	135mm	185mm
	Bleed (Bleed bottom edge not top)	150mm	216mm
Half page vertical	Trim size	297mm	105mm
	Type area	271mm	90mm
	Bleed (Bleed bottom edge not top)	303mm	106mm
Quarter page vertical		134mm	90mm

DPS should be prepared as two separate single pages

**Methods of Supply:**

- CD, or 100MB Mac-compatible zip disc
- Email
- Isdn

**File type information:**

- Quark files should be 3.32 Quark, Photoshop J-pegs or Tifs
- As a PDF (see guidelines below)

Film can be provided however an additional charge will be levied for converting this for our use – please contact the advertising manager for a quote on the cost of providing your advert in this format. It should be positive, right-reading and emulsion side down.

**PDF specifications**

For compatibility the PDF should be created using Adobe Acrobat Distiller 4.0/5.0. Application programmes such as InDesign or Photoshop should not be used to make the PDF without the aid of Distiller.

Preferred basis for original document is a Mac compatible Quark Xpress file with a resolution of 2540 and a page width of 234mm.

In Quark Xpress fonts should not be manipulated using the measurement pallet. Examples of this would be to embroiden, italicise, outline or shadowing text, as these can behave unpredictably at press. Any manipulation required should be done by using the specific font variant instead.

- Please ensure all fonts are embedded when creating the PDF.
- Please ensure that all images used are CMYK
- 4-colour and grey-scale image resolution should range between 280-450 dpi. 300dpi is the recommended resolution.
- PDFs must be supplied with crop marks
- 3mm bleed must be included where necessary.

**For booking details please contact: [Judith.wood@thegreatruncompany.com](mailto:Judith.wood@thegreatruncompany.com),  
or call 0191 226 3245**