



## DIGITAL ADVERT SPECIFICATION FOR BUSINESS LIFE

### SIZE MATTERS

<b>Page *</b>	Trim: 289mm x 210mm Type: 265mm x 195mm Bleed: 295mm x 216mm
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\* Double page spreads should be supplied as single pages

<b>Half Page Horizontal</b>	Trim: 144mm x 210mm Type: 130mm x 195mm Bleed: 147mm x 213mm
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<b>Half Page Vertical</b>	Trim: 289mm x 103mm Type: 265mm x 95mm Bleed: 295mm x 106mm
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<b>Quarter Page</b>	Type: 130mm x 95mm
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### TAKE THE SHORTCUT WITH QUICKCUT

- Business Life's preferred method for receiving adverts is via Quickcut.
- This guarantees the advert we receive has been produced to our correct specification.
- We still require you to send a colour digital proof of your advert independently for colour matching on press and client approval.
- For further information please contact Quickcut on 020 7539 8400 or visit the website at – [www.quickcut.com](http://www.quickcut.com)

### THE WAY YOU MAKE IT

- **Files can only be accepted as composite 1.3 cmyk PDF Files created using Adobe Acrobat Distiller 6.**
- **Files must contain a trim box set to the trim size of the publication.**
- **Page position should be on centre.**
- **Trim marks, set to the trim size, must appear within the PDF.**
- **The page should be delivered with portrait orientation.**
- **A spine overlap should not be set-up.**

## **PICTURE PERFECT**

- All images should be at their final full resolution of 300dpi.

## **DON'T GIMME NO RGB(ARGY)**

- All Pantone colours and RGB images must be converted to CMYK before creating the PS file as consistent colour conversion on the RIPs cannot be guaranteed
- NO colour management, ICC Profiles, Lab Colours, Screen Ruling or Dot structure should be embedded within the PDF.

## **INKY BLOBS**

- Total ink density should be limited to 320% and appropriate levels of under colour removal or similar should be used to ensure that this value is not exceeded.

## **UNDERLAY, UNDERLAY**

- Any black base colour in full tone should have about 60% cyan as an underlay.
- 100% black elements will automatically overprint other colours and images.
- Any area of black which should not overprint, should be coloured 100% Black 1% Cyan, 1% Magenta and 1% Yellow this will force the black to knock out of any underlying colours.

## **DON'T BE NEGATIVE**

- Negative text should be at least in 8 point, fine serifs should be avoided. For negative text set against a dark background, the non-contouring colours should be increase in width.

## **GET CHRISTENED IN IT**

- PDF files should only contain Adobe type 1 fonts, these must be embedded and subset.

- Files should not contain any True Type, Multiple Master or Bitmap fonts.

## **IDIOT PROOF**

- The advert must be supplied with a colour digital proof generated from the supplied PDF.
- Colour proofs should simulate the ISO printing standard 12647-2 as selected by the proof 4press committee. For further information visit [www.pass4press.com](http://www.pass4press.com)
- Colour bars, profile information and PPA proof4press control strips must be included on the proof.

## **SPECIAL DELIVERY**

- We can accept ads on CD's, via email or download them from your ftp site (please make sure that you supply full details with all user names and passwords required).
- The advert supplied must be clearly marked for Business Life and the issue it is running in.

**SEND IT TO ME:** SARAH O'NEILL  
CEDAR COMMUNICATIONS LIMITED  
85 STRAND  
LONDON  
WC2R 0DW  
Tel +44 (0) 20 7550 8059

**Email:** [sarah.oneill@cedarcom.co.uk](mailto:sarah.oneill@cedarcom.co.uk)

## **NAUGHTY, NAUGHTY**

**Your PDF will fail for any of the following:-**

- **Non PDF file**
- **Separated PDF file**
- **Fonts not subset or embedded**
- **Inclusion of Multiple Master fonts**
- **Inclusion of transparency functions**
- **Inclusion of RGB or LAB colours**
- **Inclusion of images with embedded ICC profiles**
- **Inclusion of OPI comments**
- **Inclusion of spot colours**
- **Security or encryption settings applied**
- **Inclusion of transfer curves or halftone settings**

- **Any image resolution below 150dpi**
- **Inclusion of layers**
- **Annotations set to print**
- **Multiple page documents**

**Cedar will not take responsibility for the reproduction of your advert if:**

- **You don't supply a colour proof as specified**
- **Your proof isn't from your supplied PDF file**

**Adverts that are not supplied to the specification or are provided without a proof cannot be accepted.**

**Advertisers will be asked to re-supply and costs may be incurred.**