



DIGITAL ADVERT SPECIFICATION FOR FIRST LIFE

ALL ADVERTS MUST BE SUPPLIED AS **DIGITAL PDF FILES**. PLEASE ADHERE TO THE FOLLOWING REQUIREMENTS:

Any double page spread adverts must be supplied as **two single pages**, ensuring, where required, 3mm bleed has been allowed on **ALL FOUR EDGES** of your advert.

SIZE MATTERS

Page	Trim	289 x 210mm
	Type	265 x 195mm
	Bleed	295 x 216mm
Half Page Horizontal	Trim	144 x 210mm
	Type	130 x 195mm
	Bleed	147 x 216mm
Half Page Vertical	Trim	289 x 103mm
	Type	265 x 95mm
	Bleed	295 x 106mm

THE WAY YOU MAKE IT

Files can only be accepted as **PDF Files** created using Adobe Acrobat Distiller 4 or 5 (when using version 5 please save files as 4.0 compatible). All images should be at their final full resolution and fonts should be type 1 and embedded. Files **MUST** be supplied in composite rather than separated form.

NB:

- **The page's/pages' contexts must be centred within the set up dimensions.**
- **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.**
- **No multiple page documents accepted.**

DON'T GIMME NO RGB(ARGY)

All page information including images, EPS and text should be supplied in CMYK mode, NOT RGB. NO PANTONE COLOURS OR 5TH COLOUR SPECIALS TO BE USED. No colour profiles saved within image – ie colour management or ICC profiles.

INKY BLOBS

Dot percentages should be limited to 3% minimum (except for catchlights) and 95% maximum (except for intentionally solid areas). 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.

This is so that normal black text does not create 'holes' in tints. It is important therefore that any area of black, which should not overprint, be coloured 100% Black, 1% Cyan, 1% Magenta and 1% Yellow. This will force the black to knock out of any under lying colours.

UCR and GCR only with special agreement. The incorrect use of UCR/GCR can lead to considerable colour deviations in print

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 STUFFED

For a combination of image and line art elements the corresponding overfilling/underfilling should be used.

GET CHRISTENED IN IT

We recommend the use of PostScript type 1 fonts, but not TrueType or Multiple Master fonts.

The use of system fonts, such as versions of Helvetica, Times, etc, which ship as part of a computers' operating system is not acceptable.

PICTURE PERFECT

Raster images should be supplied at no less than 300 pixels per inch for continuous tone pictures and no less than 1200 pixels per inch for line work. Files should not contain original JPEG images or copydot scan elements.

ALIVE, NOT DEAD

Don't let your important live matter become a dead pile of trimmed paper on the floor. Ensure any text is at least 5mm away from EACH edge if you don't want it to trim off.

DON'T LIKE YOUR TONE

The first tonal values which can be printed with certainty are:

3% YELLOW

3% MAGENTA

3% CYAN

3% BLACK

CHECK YOUR FLIGHT

You must pre-flight the content of all your digital files to this specification & verify before transmission. All relevant graphics and fonts must be included. **The file will always remain the responsibility of the sender.**

IDIOT PROOF

EVERY advert must be supplied with a colour digital proof. The preferred proof is Dupont Cromalin Eurostandard. Date and time of proof manufacture should be clearly visible. The proof must contain ALL the relevant colour bar information (DP Euro offset 10).

NB – Your advert proof must be generated from the PDF file supplied to Cedar. Colour matching will be done to your supplied proof. If it is wrong we cannot match it on press and will not take responsibility. Please note proofs cannot be returned. PROOFS AND FILES WILL ONLY BE STORED BY CEDAR FOR TWO ISSUES FOLLOWING THE LAST INSERTION.

NAUGHTY, NAUGHTY

Adverts that are not supplied to the specification or are provided without a proof as specified above cannot be accepted and advertisers will be asked to resupply.

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).

SEND IT TO ME:

MARIA LAMLE
CEDAR COMMUNICATIONS
85 STRAND
LONDON WC2R 0DW

Tel: 020 7550 8062

Email: maria.lamle@cedarcom.co.uk

Your disc must be clearly labelled for issue and magazine.

READ THE SMALL PRINT!

Cedar will not take responsibility for the reproduction of your advert if you don't:

- SEND A DIGITAL COLOUR CROMALIN PROOF WITH YOUR ADVERT.
- IF YOUR PROOF ISN'T FROM YOUR PDF FILE SUPPLIED TO CEDAR.
- **STRICTLY** FOLLOW THE SPECIFICATION ABOVE FOR CREATION OF YOUR ADVERT.