



## HIGHLIFE MAGAZINE - SPEC CHECK

### SIZE MATTERS

Page  
Type: 265mm x 195mm  
Trim: 289mm x 210mm  
Bleed: 295mm x 216mm

Double Page Spread\*  
Type : 265mm x 404mm  
Trim: 289mm x 420mm  
Bleed: 295mm x 426mm

\*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.

Half DPS:  
Type: 130mm x 404mm  
Trim: 144mm x 420mm  
Bleed:147mm x 426mm

Half Page Horizontal  
Type: 130mm x 195mm  
Trim: 144mm x 210mm  
Bleed:147mm x 216mm

Half Page Vertical  
Type: 265mm x 95mm  
Trim: 289mm x 103mm  
Bleed: 295mm x 106mm

Quarter Page  
Type : 130mm x 95mm

Third Page Vertical  
Type: 265mm x 55mm  
Trim: 289mm x 70mm  
Bleed: 295mm x 73mm

Single Map Strip  
Type : 36mm x 195mm

Double Map Strip  
Type: 36mm x 410mm

## TAKE THE SHORTCUT WITH QUICKCUT

- Highlife'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 via email or download them from your ftp site (please make sure that you supply full details with all user names and passwords required).
- We would prefer not to receive your ads on Cd as part of our commitment to reduce waste and be kind to the environment.
- The advert supplied must be clearly marked for Highlife and the issue it is running in.

SEND IT TO ME:

DEBORAH HOMDEN  
CEDAR COMMUNICATIONS  
85 STRAND  
LONDON  
W2CR 0DW

Email: [deborah.homden@cedarcom.co.uk](mailto:deborah.homden@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.