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We can accept adverts in a variety of formats. Follow the guidelines below for the format of your choice and then go to page 3 for instructions on how to send it to us.

ADVERT FORMATS

1. PDF's

All PDF's MUST be created using Perspective Publishing's own specific settings. These have been supplied by our printers and therefore must be used to guarantee quality of output. Depending on how you create your pdf there are Acrobat Distiller and Quark XPress settings illustrated on starting on page 4 of this document.

IMPORTANT: ADVERTS MUST HAVE CROP MARKS AND 3MM BLEED IF A4 SIZE AND ARTWORK GOES TO EDGE OF PAGE

- Acrobat 4.05 is the required software for creating PDF's. They must be created using the settings provided in the next 3 pages of this document. PDF files to be supplied as composite CMYK.
- PDF files must only contain single page elements.
- Pages must be created to include bleed when required. Page dimensions must comply with our advert dimensions found on page 2.
- Crop marks must be outside the trim area. A 3mm off-set is recommended.
- Files must contain all images in high-resolution, CMYK format and have all fonts embedded.
- Files should not contain any TrueType or MultipleMaster fonts, original JPEG images, or copydot scan elements.
- All files should be run through a flightchecking application before transmission, to ensure file and colour integrity.

The flightchecker must ensure the following:

Acrobat 3.0 compatibility. Image resolution = 300dpi (min). All fonts embedded. Colour = CMYK.

- The proof being supplied must be generated from the PDF. Proofs must be supplied of the digital file submitted (ie: the PDF). We require 100% of final size

2. QUARK, PHOTOSHOP AND ILLUSTRATOR FILES

- We can accept PC and MAC artwork from the following software applications:
Quark 4.05, Photoshop 6.0 and Illustrator 8.0 files. **NO FREEHAND, COREL DRAW, WORD, INDESIGN OR POWERPOINT FILES.**
- Adverts supplied as Quark files must be accompanied with high resolution graphics (TIFFS, JPG's or EPS's) and all relevant postscript fonts. A colour proof must be provided.
- Adverts can be supplied as complete graphics (TIFFS, JPG's or EPS's) at a resolution of 300dpi with bleed if required.
- We can only accept MAC files by ISDN. Any PC files can be emailed or sent on CD or ZIP disk.

3. FILMS

Page dimensions must comply with our advert dimensions found on page 2.

COLOUR

Right reading separated positives, emulsion side down, screen 175 with a chromalin or colour guide.

MONO

Right reading separated positives, emulsion side down, screen 150, with a hard copy.

ADVERT DIMENSIONS

A4

Type area: 262 x 181 mm
Trim: 297 x 210 mm
Bleed: 303 x 216 mm

Half Page Horizontal

Type area: 128 x 181 mm
If you want bleed then also
use the following specs:
Trim: 143 x 210 mm
Bleed: 149 x 216 mm

Half Page Vertical

Type area: 262 x 88 mm
If you want bleed then also
use the following specs:
Trim: 297 x 100 mm
Bleed: 303 x 103 mm

Quarter Page

Type area: 128 x 88 mm
(We don't usually have bleeding quarter page ads)

DPS

Type area: 262 x 390 mm
Trim: 297 x 420 mm
Bleed: 303 x 426 mm

Half Page DPS

Type area: 128 x 390 mm
Trim: 144 x 420 mm
Bleed: 147 x 426 mm

Quarter Page DPS

Type area: 69 x 390 mm
Trim: 84 x 420 mm
Bleed: 87 x 426 mm

Quarter Page Strip

Type area: 60 x 181 mm
Trim: 75 x 210 mm
Bleed: 78 x 216 mm

HOW TO SEND COPY TO PERSPECTIVE PUBLISHING

1. PDF's by email or ISDN

If you have created a pdf using our settings then it is quick and easy to email us the file. Please ask your for specific email addresses from your advertising contact.

Alternatively, you can ISDN the pdf to us on 020 7377 2722. In addition, please fax a hard copy of the advert to us on 020 7426 0042, making it for the attention of PRODUCTION and specifying the name of the advert and the title of the magazine.

2. QUARK, PHOTOSHOP AND ILLUSTRATOR FILES by ISDN, ZIP or CD

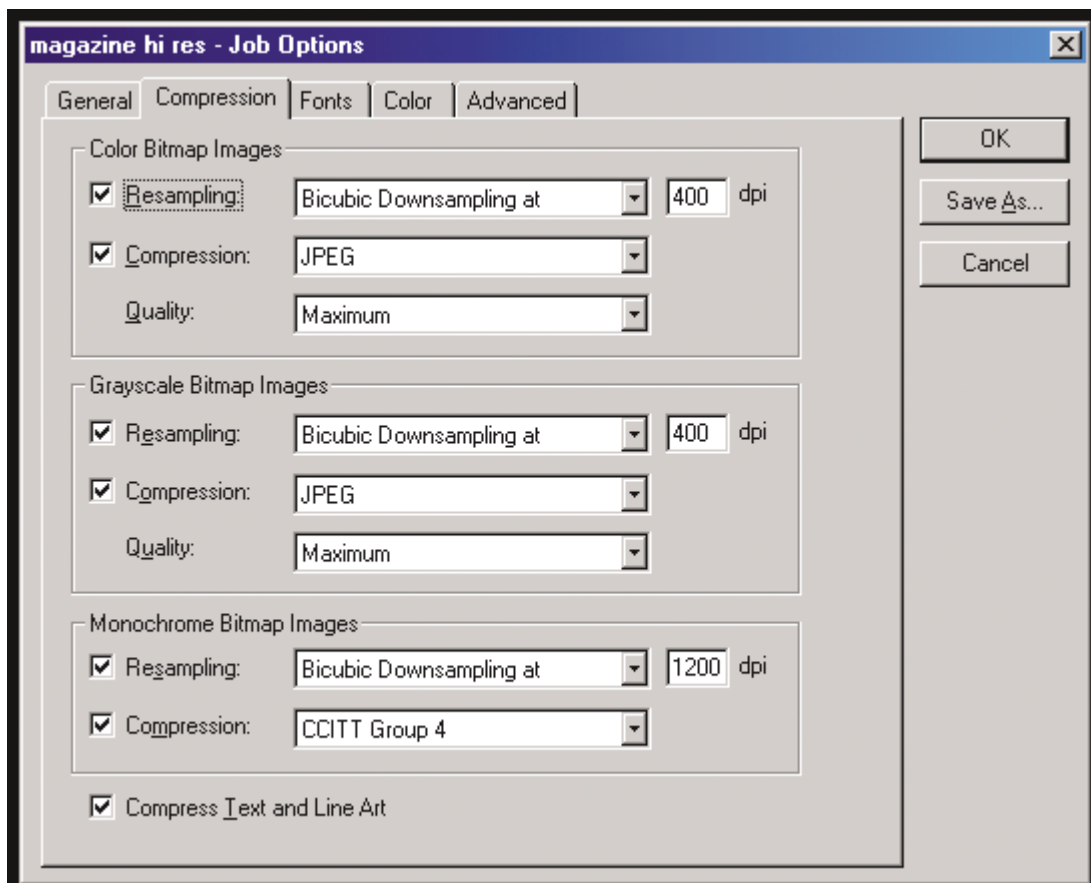
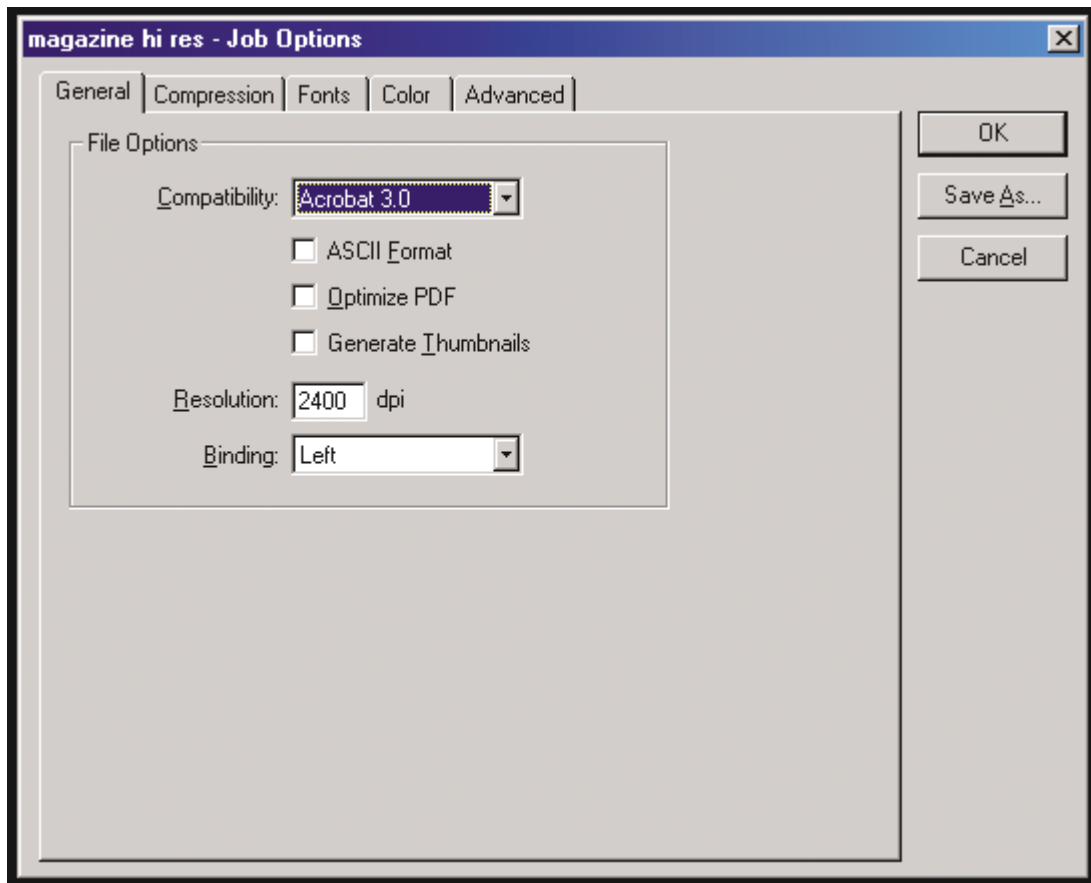
We can accept MAC Files via ISDN to 020 7377 2722, with prior arrangement. All relevant graphics and fonts (screen and postscript) must be included. The file(s) must be labelled so that it identifies with issue/title of the magazine and the client. A faxed proof is also necessary to ensure the advert is output correctly.

Alternatively, copy all the relevant files, including fonts (screen and postscript) and graphics onto a ZIP disk or CD., enclosed with a colour proof. Send the artwork to the address below along with the name of the magazine the advert is to appear in.

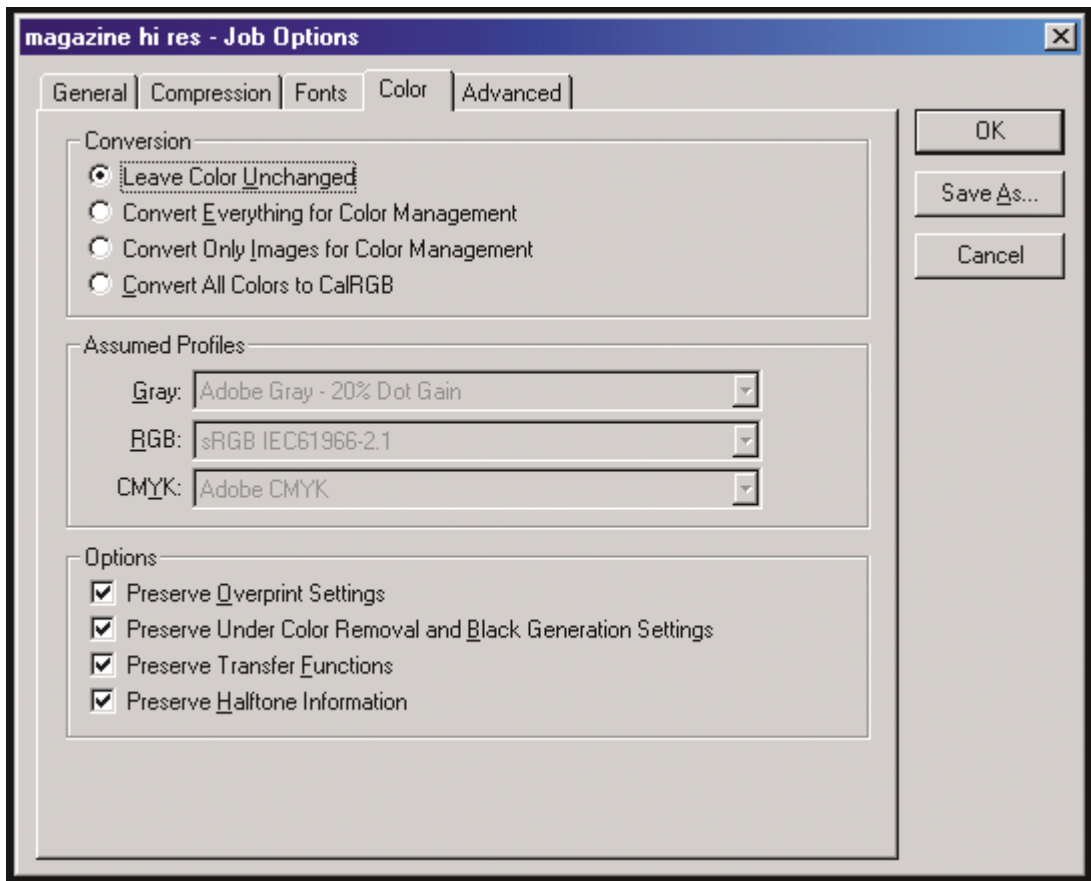
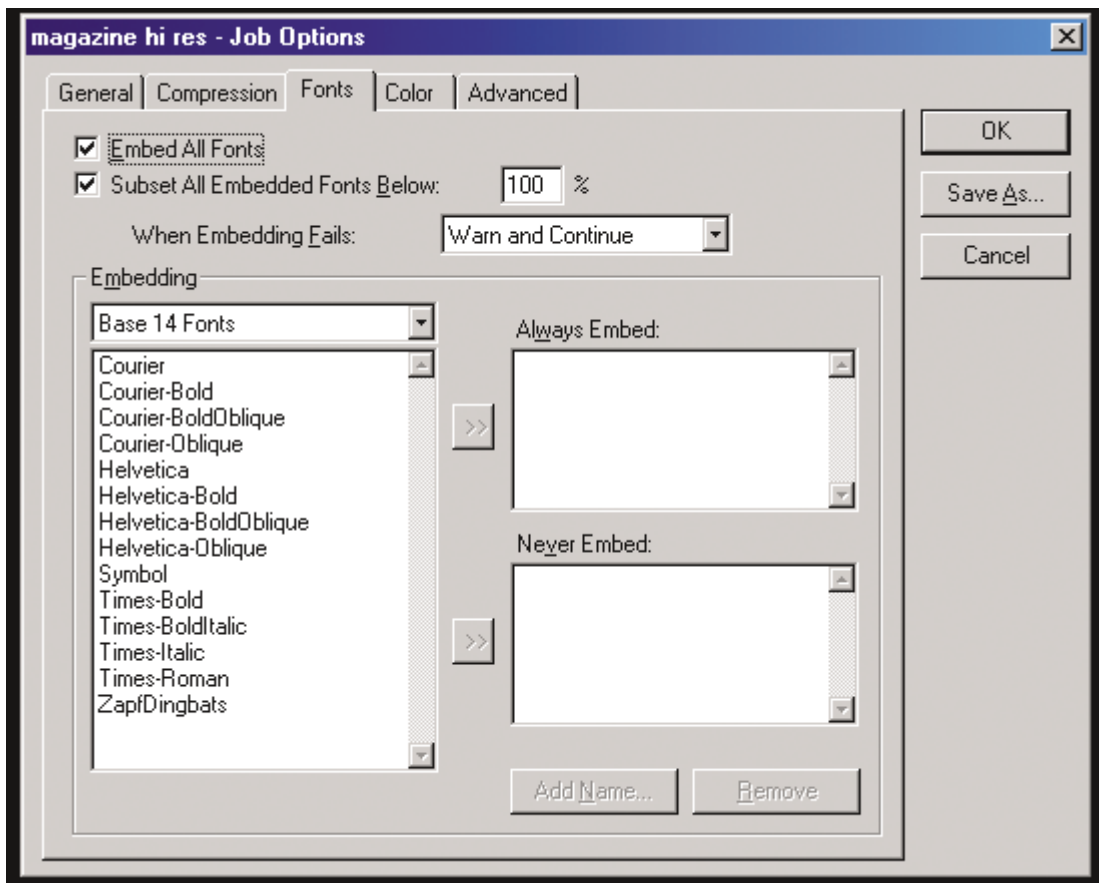
PERSPECTIVE PUBLISHING LTD

408 The Fruit & Wool Exchange,
Brushfield Street,
London E1 6EP
Tel: 020 7426 0101
Fax: 020 7426 0425
ISDN: 020 7377 2722

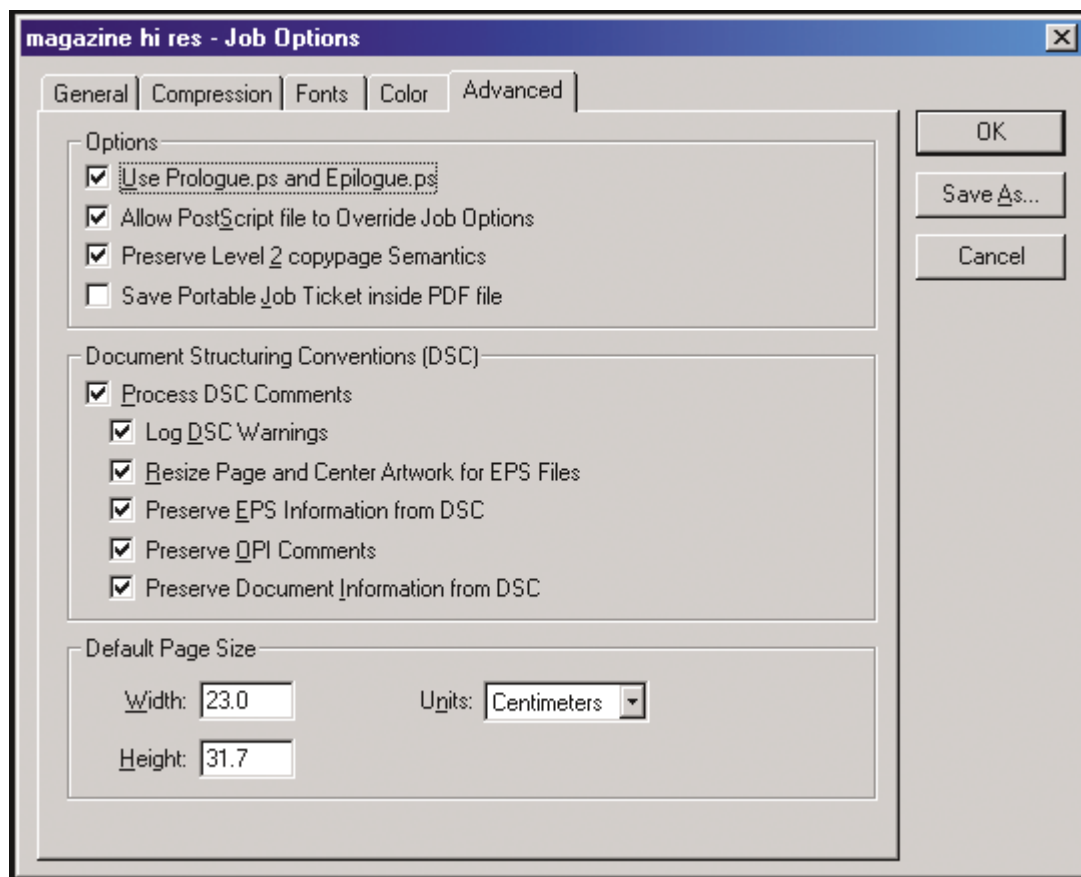
ACROBAT DISTILLER SETTINGS - JOB OPTIONS



ACROBAT DISTILLER SETTINGS - JOB OPTIONS ...continued



ACROBAT DISTILLER SETTINGS - JOB OPTIONS ...continued



QUARK PRINT SETTINGS

Print [X]

Printer: Acrobat Distiller [v] Properties...

Print Style: Default [v]

Copies: 1 Pages: All [v] Range Separatgrs...

Document | Setup | Output | **Options** | Preview

Separations Spreads Collate

Include Blank Pages Thumbnails Back to Front

Page Sequence: All [v] Bleed: 3

Registration: Centred [v] Offset: 6 pt

Tiling: Off [v] Overlap: [] Absolute Overlap

Print Cancel Capture Settings

Print [X]

Printer: Acrobat Distiller [v] Properties...

Print Style: Default [v]

Copies: 1 Pages: All [v] Range Separatgrs...

Document | Setup | **Output** | Options | Preview

Printer Description: Acrobat Distiller [v]

Paper Size: Custom [v]

Paper Width: 234 Paper Offset: 0 mm

Paper Height: Automatic [v] Page Gap: 0 mm

Reduce or Enlarge: 100% Fit in Print Area

Page Positioning: Left Edge [v] Orientation: Portrait Landscape

Print Cancel Capture Settings

QUARK PRINT SETTINGS ...continued

