

## Advertisement Sizes

		Depth x Width
<b>Double Page Spread</b>	Bleed	303mm x 426mm
	Trim size	297mm x 420mm
	Type area	275mm x 394mm
<b>Full Page</b>	Bleed	303mm x 216mm
	Trim size	297mm x 210mm
	Type area	275mm x 185mm
<b>Half Page</b>	Vertical	275mm x 90mm
	Horizontal	128mm x 185mm
	Island	185mm x 128mm
<b>Third Page</b>	Vertical	275mm x 60mm
	Horizontal	83mm x 185mm
<b>Quarter Page</b>	Vertical (Standard)	128mm x 90mm
	Horizontal	62mm x 185mm
<b>Half Page Spread</b>	Bleed	150mm x 426mm
<b>Logos</b>		30mm x 55mm (max.)

## File delivery *for advertising copy only*

By post: Tim Malone, Production Manager  
Hemming Information Services, 8 The Old Yarn Mills, Sherborne,  
Dorset, DT9 3RQ, England.

Email: [t.malone@hisdorset.com](mailto:t.malone@hisdorset.com)

Telephone: +44 (0)1935 374014 Fax: +44 (0)1935 816410

●An email confirming the transmission of any digital advert should be sent to the relevant production contact prior to sending

●If supplying files on disc, please use the industry standard CD/DVD. The disc must be write protected and clearly labelled with any booking reference and contain only the file required for each advertisement.

●For all digital specifications please refer to the **HIS Digital Specifications** file.

# HIS Advertisement Specifications

## Digital file formats

- **Colour files** to be supplied as composite **CMYK**. Mono as Greyscale
  - if a spot colour or special is required, please contact the publisher prior to submitting copy
- **Images** supplied or contained within the advert must be effective resolution **300 dpi**.
  - please ensure all images are cropped to actual printing size
- **All required fonts** must be embedded or included with the file
  - please convert all Illustrator files to an outlined EPS format
  - files should not contain TrueType or MultipleMaster fonts
- **PDF files** should be composite files, Acrobat version 4.0 and 5.0 compatible
  - original documents, prior to creating the pdf should not contain any JPEG or RGB images
  - colour bitmap images must be CMYK, effective resolution 300 dpi
  - monochrome bitmap images (linework), effective resolution 1220 dpi
  - all fonts must be embedded within the pdf
  - any trapping requirements must be applied by the file creator
  - files should contain one page only per pdf
- **3mm bleed** and **crop marks** must be included on all full page adverts, and all adverts where necessary. Please make sure that crop marks are outside of the page (if creating in Quark the registration should be 10 pt - this will guarantee that no crop marks can be shown on the page when cutting). Please see diagram to the right for bleed/document/type areas. For Perfect Bound publications make sure any images or text are clear of the binding edge to avoid loss of important information in the spine of the book - allow 15-20mm.
- **Quark files** must be saved as **Single Language** version (not passport)
- Combined colour ink density must not exceed 300%
- If all above specifications are met, files may be supplied as Jpeg, ADS/Fnt or EPS formats
- **Colour proofs** to be supplied with all display advertising material
  - Proofs must be 100% of final size, customer approved, colour contract proofs

*We reserve the right to charge at cost, with warning, for any preparation of material sent to us not conforming to the above requirements. This includes setting, photo reduction etc.*

## HIS Programmes

- **Quark XPress 6.5**    ● **Adobe Photoshop CS2**    ● **Adobe Illustrator CS2**    ● **Adobe InDesign CS2**
  - If using any programme not stated above, please contact the Production department prior to delivery
  - Tel: +44 (0)1935 816030    Fax: +44 (0)1935 817200

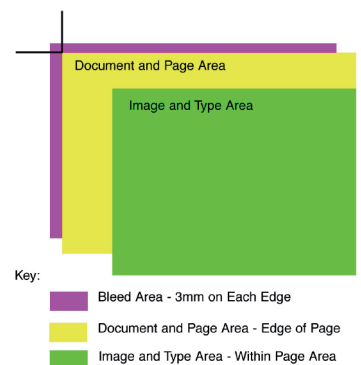
## File Delivery

- If supplying files on disc, please use industry standard CD/DVD. The disc must be write protected and clearly labelled and addressed to:  
**Tim Malone, Production Manager, 8 The Old Yarn Mills, Sherborne, Dorset, DT9 3RQ, England.**

- Email to [t.malone@hisdorset.com](mailto:t.malone@hisdorset.com)

or

- Upload to our ftp site: <http://ftpwebsite.hgluk.co.uk/ftpweb>    **Username: hisdorset**    **Password: Drm@nhattan**



**TERMS & CONDITIONS** - Advertisers who cancel bookings prior to four (4) weeks before the copy date will be liable to pay 25% of the value of the space booked. For cancellations within four (4) weeks of the copy date, the ADVERTISER will be liable to pay the full value of the space booking cancelled. For cancellations of cover positions, two (2) months notice is required. Where a series of advertisements is cancelled before completion any advertisement that has already been published at a discounted rate will be re-invoiced at the full rate card price. Copy must be supplied by the ADVERTISER without application from the PUBLISHER. In the event of copy instructions not being received by the copy date, the PUBLISHER reserves the right to repeat the copy last used or otherwise fill the space.