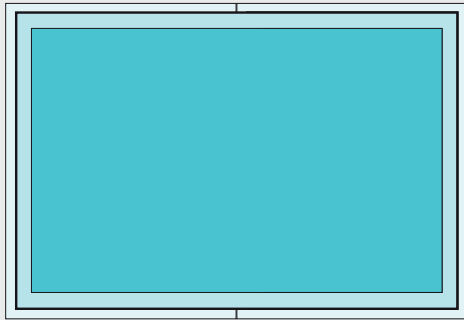
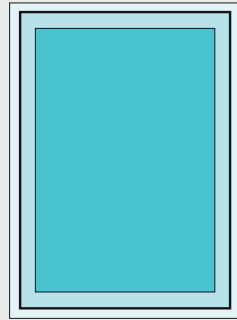


EC Print Advertising Specifications



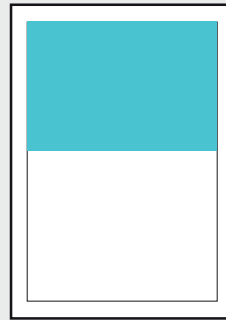
Double Page Spread

Bleed
303mm H x 426mm W
Trim
297m H x 420mm W



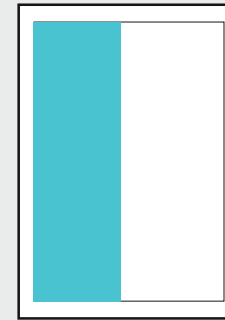
Full Page

Bleed
303mm H x 216mm W
Trim
297m H x 210mm W
Type
274mm H x 185mm W



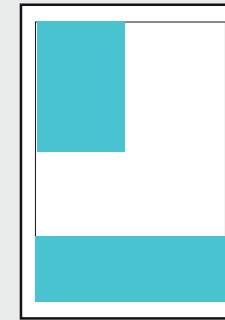
Half Page Horizontal

135mmH x 185mmW



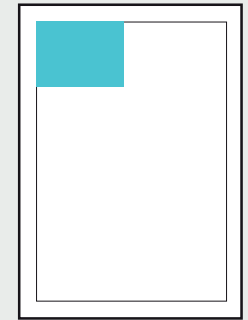
Half Page Vertical

274mm H x 90mm W



Quarter Page Portrait

135mm H x 90mm W



Eighth Page

65mm H x 90mm W

Quarter Page Horizontal

65mm H x 185mm W

File Format

PDF

Fonts

All fonts to be embedded within the PDF

Colours

All colours should be set to a CMYK process colour output, ICC colour profiles, Lab colours, RGB images are not to be used.

Copy Contact Details

James Wakefield T: 0203 198 6501 E: james@responseuk.com

John Woolcock T: 0203 198 6500 E: john@responseuk.com

Images

Logos, photos and graphics should all have a minimum output of 300dpi

Bleed

A bleed ad that is designed to flow off the sides of a page should be clearly indicated using crop and bleed marks with a minimum of 3mm added to the trim size (only applicable on double page spreads and full page ad sizes).