

PRINT DATA

You should find all the information you need here for preparation of advertisements for inclusion in Land Mobile, but if you have the slightest doubt about sizes, materials, colour etc., please call our Advertisement Manager as errors can be costly and time-consuming to rectify, especially when deadlines loom. Remember, our production staff are just as interested as you are in ensuring the best possible presentational standards.

Mechanical Data

Land Mobile is an A4 book, which the trim sizes in the table reflect.

Designers must ensure that their text/graphics, including any surrounding rules & boxes, fit on or within the Type Area dimensions in the table for the size of advertisement being created. (Unless, of course, bleed is being employed.)

Regular formats are given below, but please call the Advertisement Manager if you have alternative proposals.

Advertisement	Height mm	Width mm
DPS Trim Size	297	420
DPS Type Area	270	400
Full Page Trim Size	297	210
Full Page Type Area	270	190
½ Page Vertical Type Area	270	90
½ Page Horizontal Type Area	135	190
¼ Page Vertical Type Area	135	90
¼ Page Strip (horizontal) Type Area	65	190
Eighth Page Horizontal Type Area	67	90
Bleed (as for full page)	3mm all round	

Materials

Final images – PDF is our preference, 4 colour CMYK only, fonts embedded, high resolution.

Image files – TIF, EPS & JPEG files, preferably created from Mac-based software with fonts outlined or embedded where necessary. If Photoshop is used, ensure all elements are “flattened” to a single layer.

Digital working files – as created in Quark, Photoshop, Illustrator, InDesign and with the complete font pack supplied. Corel is not supported.

The minimum resolution acceptable in any format is 300dpi.