

Production & Mechanical Data

1 Column width	42mm	2 Column width	88mm
3 Column width	135mm	4 Column width	178mm

PHAM NEWS is produced digitally therefore, advertisement copy is to be supplied as follows:

- (1) On CD or DVD (Apple Mac compatible).
- (2) Via FTP server to our reproduction company. Please contact us on 01889 577222 for details.
- (3) By email, please contact us on the above number to arrange details.

PREFERRED FILES

Data can be accepted in the following formats only:

Quark Express, Illustrator, Freehand, Photoshop or alternatively print optimised PDF 1.3's with no security. Must be CMYK and High Res with all fonts embedded (job options available on request).

- All additional images or fonts should be supplied.
- For straight forward images 300dpi is advised however, for TIFF, JPEG or EPS files containing text 600dpi minimum is required.
- All images must be CMYK.
- All fonts within EPS files must be embedded or converted into paths.
- **With all the above formats A COLOUR PROOF MUST BE SUPPLIED in order to pre-empt any error.**

COMPRESSION

All colour scans must be CMYK with no JPEG, LZW or EPS JPEG encoding.

BLEED

For bleed advertisements please allow 5 mm at top, bottom and fore edge.

Publication Deadlines

Publication Date	7-9th of month of cover date
Copy Date	3 weeks prior to publication
Cancellation	6 weeks prior to publication

Technical Specification

Note: Sizes shown are Height x Width (mm)

Tabloid sizes

Tabloid Double Page Spread
Type Area 356 x 566
(including 17mm gutter)
Trim Size 389 x 586
Bleed Copy Size 400 x 600
(including 17mm gutter)



Tabloid Full Page
Type Area 356 x 274
Trim Size 389 x 292
Bleed Copy Size 400 x 302



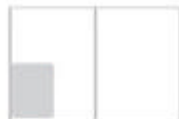
Tabloid Half Page Vertical
Type Area 356 x 135
Trim Size 389 x 145
Bleed Copy Size 400 x 155



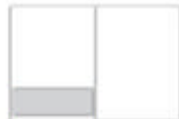
Tabloid Half Page Horizontal
Type Area 178 x 274
Trim Size 198 x 292
Bleed Copy Size 203 x 302



Tabloid Quarter Page Vertical
Type Area 178 x 135

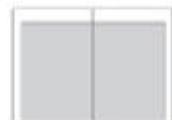


Tabloid Quarter Page Horizontal
Type Area 90 x 274
Trim Size 110 x 292
Bleed Size 115 x 302



A4 equivalent sizes

A4 Double Page Spread
Type Area 254 x 376
(including 17mm gutter)



A4 Page
Type Area 254 x 178
Trim Size 274 x 188
Bleed Size 279 x 193



A4 Half Page Vertical
Type Area 254 x 88



A4 Half Page Horizontal
Type Area 127 x 178



A4 Quarter Page Vertical
Type Area 127 x 88



A4 Quarter Page Horizontal
Type Area 62 x 178



“Essential reading for industry professionals and decision makers”

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