

# Technical Specs and Methods of Supplying Ad Copy



## Ad Copy Technical Specs

Please ensure that your copy adheres to all of the following criteria, otherwise you will be requested to re-supply.

### Remember that all display copy needs:

- To have crop marks at the trim size.
- To maintain a 5mm bleed.

Please take note of the type area – this is there to ensure that important text/images are not trimmed off.

### Your advert needs to be:

- Mac Compatible. i.e. not a Microsoft Office document.
- CMYK with all colour formats compatible for press output – please ensure that there are no RGBs, spot colours, OPI images or ICCs in your file.
- Have a resolution of 300dpi.
- Please ensure your PDF is centralised on the paste board.

### Our preferred file format is:

PDF (press quality) - **save PDF to Acrobat 4 Version 1.3.**

Please ensure that you postscript and PDF using Acrobat Distiller.

For further PDF tips please visit [www.pass4press.com](http://www.pass4press.com)

### Other accepted file formats are:

**Adobe InDesign** – CS1 or CS2 only.

**Adobe Photoshop** – as a TIF or JPEG. We can accept Photoshop PSD files as long as the fonts are rasterized or supplied.

**Adobe Illustrator** – As stated above, please ensure that the file is in CMYK and has no spot colours. The document must be flattened with no transparencies. Please also create outlines of any fonts.

## Supplying Ad Copy

### By Disc

Please mark envelope with the Ad Copy Controller name, client name, magazine title and issue number (not month of publication as there are sometimes two issues per month).

#### Disc to be sent to:

(Copy Controller Name)  
Ad Production  
Imagine Publishing Ltd  
Richmond House  
33 Richmond Hill  
Bournemouth  
BH2 6EZ

### By Email

Please ensure that the attached copy is 4mb or smaller (if larger then send the advert by disc or put on to our FTP), and that you send the file to the Ad Copy Controller who contacted you for copy (please see addresses below).

#### Copy can be emailed to:

[clare.hunt@imagine-publishing.co.uk](mailto:clare.hunt@imagine-publishing.co.uk)  
[chelsea.watts@imagine-publishing.co.uk](mailto:chelsea.watts@imagine-publishing.co.uk)

### By FTP

Please name your advert with client name, abbreviated magazine title and issue number. You can only access our FTP through a FTP client such as Fetch or SmartFTP etc, and not through a web browser.

Remember that for security reasons, once you have logged off our FTP any access to the file that you have copied over will be lost – if you log-on again you will not be able to see or edit your uploaded file.

#### FTP details:

Address: [ftp.imagine-publishing.co.uk](ftp://ftp.imagine-publishing.co.uk)

Log-in: ipads

Password: ads-tk421