

DIGITAL PRODUCTION SPECIFICATIONS

HIGH RESOLUTION PDF FILES

- We require composite high resolution CMYK PDF files created to VNU's preferences using Adobe Distiller 4 or above. You should have been sent a Job Options file (*to be placed in the Settings folder within Distiller and selected when making your PDF*) by your Production contact. If not, or if you are PC based, please let us know.

When creating a PDF, please allow for at least 3mm of bleed to ensure that any images or tints do not end short of the page. If sending a full page ad, please add registration marks to your document.

IMPORTANT – Please make sure your artwork is **centred** on the PDF document – this is essential to ensure that your advertisement will appear correctly in the magazine.

- **Colour**

All our magazines print in CMYK only. If you have used Pantone or custom Spot colours in your files, please make sure they are converted to their process equivalent. **PLEASE NOTE** – the colour gamut of four-colour printing is limited – we can make no guarantee that any Pantone colour used will be accurately matched when converted to process.

- **Images**

Files must contain all images in high resolution (300 dpi) CMYK format. Files should not contain any JPEG, RGB images or copydot scan elements. **PLEASE NOTE** – please ensure that your PhotoShop files do not contain any colour profiles eg. L*A*B, ICC etc. Our printers will not accept these as the conversion needed to print them properly often results in very noticeable colour shifts.

- **Fonts**

All fonts must be embedded at Postscript stage. Avoid emboldening, italicising and outlining fonts – select the correct font style from your font menu.

- **Transparency**

Any transparency within PDF files **must be flattened for printing**. Our printers require PDF 1.3 files and do not support live transparency within PDF 1.4 files and above. If you are using InDesign 2.x or Illustrator 10.x, we recommend creating a PostScript file and then using Acrobat Distiller to create the PDF 1.3 file (using our VNU HiRes Job Options). If you are saving documents with transparency as Postscript or PDF 1.3 files from InDesign 2.x, use the "High Resolution" flattener style.

- **Trapping**

Trapping will only be supplied by the printer on request. Please do not apply any custom trapping to your artwork.

- **Other considerations**

Password or security options should not be applied to the PDF file.

PDF file names must include: Client, Publication and Issue date (e.g. Bloggs_Computing_20Jan05)

When supplying more than one advertisement, each one should be saved as an individual PDF file. When supplying a double page spread, please save each page as a separate PDF for imposition purposes.

PROOFS

The following proofing systems are acceptable for colour matching – • Iris Realist • Digital Cromalin

VNU will accept colour laser proofs as a guide to content **NOT** colour. We will not accept responsibility for any colour variance when this type of proof is supplied.

FILE DELIVERY

E-mails should be sent to **ctg_production@vnu.co.uk** We can accept attachments up to 10mb in size.

FTP: please advise your Production contact if you wish to use this method

Wam!Net and ISDN: Files should be placed in a folder labelled with Client name, Publication and Issue date (e.g. Bloggs_Computing_20Jan05). VNU is a member of Wam!Net managed service and we would strongly recommend customers who also have Wam!Net use this as the preferred delivery method.

The VNU ISDN numbers are: 020 7316 9901/2/3/4/5/6/7/8

CD-ROM and Zip disks: these disks must be clearly marked with contents, sender's name, and contact number and address if you require return. Please liaise with the relevant Production contact for delivery details.

PEACE OF MIND

We always supply a proof of the advertisement for your approval before publication. This is our standard procedure for all display adverts – *even repeats*. This ensures that, to the best of our ability, the correct ad is always printed. Please help us maintain this standard by replying promptly to any emails requesting approval. If we do not receive a response by our publication deadline, we will assume that the advertisement is OK to print and will not accept responsibility for any errors therein.

IF THERE IS ANYTHING WITHIN THIS DOCUMENT THAT YOU WOULD LIKE CLARIFIED OR IF YOU WOULD JUST LIKE SOME HELP WITH THE INITIAL SETUP, PLEASE DO NOT HESITATE TO CALL YOUR PRODUCTION CONTACT AND THEY WILL BE HAPPY TO ADVISE.

VNU will not accept responsibility for any quality discrepancy perceived in the published material if our specification is not adhered to. VNU reserves the right to refuse or alter any material incorrectly supplied and hold the advertiser/agency/supplier liable for any additional production charges incurred.

computing

DISPLAY

PRODUCTION SPECIFICATION

SIZE	BLEED	TRIM	TYPE AREA
DPS	306 x 490mm	300 x 484mm	278 x 460mm
Full Page	306 x 248mm	300 x 242mm	278 x 218mm
1/2 DPS Horizontal	N/A	N/A	135 x 460mm
Portrait DPS	N/A	N/A	180 x 348mm*
Portrait	N/A	N/A	180 x 162mm*
1/2 Page Horizontal	N/A	N/A	135 x 218mm
1/2 Page Vertical	N/A	N/A	278 x 106mm*
1/4 Page Portrait	N/A	N/A	135 x 106mm*
1/4 Page Vertical	N/A	N/A	278 x 51mm*
1/4 Page Horizontal DPS	N/A	N/A	67 x 460mm*
1/4 Page Horizontal	N/A	N/A	67 x 218mm
1/3 Page Horizontal	N/A	N/A	88 x 218mm
1/5 Vertical	N/A	N/A	278 x 40mm*
2/5 Vertical	N/A	N/A	278 x 84mm*
2/5 Square	N/A	N/A	84 x 84mm*
Bookends	N/A	N/A	84 x 40mm*
Databusiness Square	N/A	N/A	51 x 51mm*
* 4 Column page - Features			

RECRUITMENT

DPS	306 x 490mm	300 x 484mm	270 x 460mm
Full Page	306 x 448mm	300 x 242mm	270 x 218mm
Solus Page	N/A	N/A	225 x 218mm
1/2 Page Horizontal DPS	N/A	N/A	130 x 460mm
1/2 Page Horizontal	N/A	N/A	130 x 218mm
1/2 Page Vertical	N/A	N/A	270 x 107mm
1/4 Page	N/A	N/A	130 x 107mm
1/8 Page Horizontal	N/A	N/A	63 x 107mm
1/8 Page Vertical	N/A	N/A	130 x 51mm

SHOWCASE COLUMN DEPTHS

ONE COLUMN	52mm	THREE COLUMNS	182mm
TWO COLUMNS	117mm	FOUR COLUMNS	247mm

SHOWCASE COLUMN WIDTHS

ONE COLUMN	40mm	THREE COLUMNS	129mm
TWO COLUMNS	84mm	FOUR COLUMNS	173mm
		FIVE COLUMNS	218mm