AJM advertising specifications

DPS	Trim Size	420mm	x	297mm
	Type Area	400mm	x	270mm
	Bleed Size	425mm	x	302mm
Full page	Trim Size	210mm	x	297mm
	Type Area	186mm	x	270mm
	Bleed Size	216mm	x	303mm
Half page	Horizontal Type Area	186mm	x	132mm
	Horizontal Bleed Size	216mm	x	152mm
	Vertical Type Area	90mm	x	270mm
	Vertical Bleed Size	104mm	x	303mm
Quarter page	Vertical Type Area	90mm	x	130mm
	Horizontal Type Area	186mm	x	62mm

Print-ready PDFs should be exported in CMYK (cyan, magenta, yellow and black) using the PDFx1a profile, or High Quality Print. The profiles can be found when exporting to PDF or when distilling a Postscript file using Acrobat Distiller. These profiles contain a series of well-defined subsets that protects the integrity of the fonts and colours contained therein.

- Fonts will also be properly embedded into the file

- All colour data must be greyscale, CMYK or named spot colours. The file cannot contain RGB, LAB data.

EPS files from Illustrator are acceptable with text saved to outlines/paths or supply all fonts and hi-resolution Photoshop files (300 dpi) usually saved in PSD or EPS formats.

While our designer will do everything they can to ensure that your advertising is processed as error-free as possible, we cannot take responsibility for the colour reproduction of any PDFs containing RGB pictures and logos.

Important notes:

Ads should only ever be delivered to bleed or type size, never to trim. If you are using a background colour your advert should be created at bleed size.

Create your advert at a high resolution – 150 dpi or 300 dpi

Please do not send JPGs or TIFs.