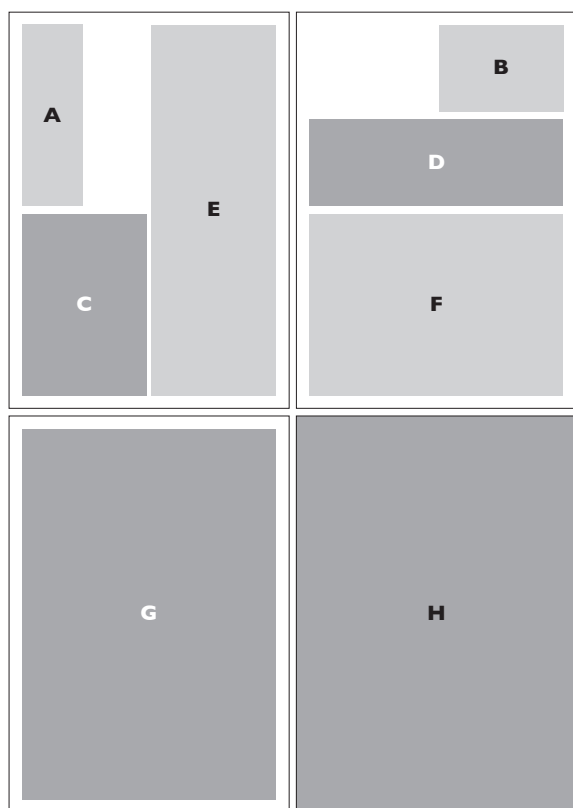


The local information magazine for parents

In print, online plus free social media

ABC Display advertising dimensions



	Sizes	Layout	Width	Height
A	1/8 page	portrait	45 mm	136 mm
B	1/8 page	landscape	93 mm	65 mm
C	1/4 page	portrait	93 mm	136 mm
D	1/4 page	landscape	190 mm	65 mm
E	1/2 page	portrait	93 mm	277 mm
F	1/2 page	landscape	190 mm	136 mm
G	Full page	inside the magazine	190 mm	277 mm
H	Full page	cover positions	210 mm	297 mm

Publication size

A4, perfect bound

Cover Gutters and Bleeds

No crops. 3 mm bleed all round,
5 mm gutter on inside edge.

Image Resolution

At least 300 dpi.

Colour

CMYK four colour separation.

ABC Copy requirements

Complete digital artwork specifications

- ABC Magazine is produced using Adobe Creative Suite on the Apple Macintosh platform.
- Ads must be submitted via email.
- The total file size of all attachments in one email must not exceed 5 MB. FTP site to upload larger file sizes is available on request.
- All output files must be saved preferably as a PDF (to PDF/X-la standard) EPS files and JPEGs are also accepted. No film or bromides are accepted.
- Image resolution (including embedded images) must be at least 300 dpi at 100%.
- Images must be CMYK (not RGB), suitable for four colour separation and high quality printing. No other colour space, spot colours or Pantones™ accepted. Colour critical images will require a Chromalin™.
- All fonts/typefaces must be embedded in PDF files, or converted to outlines in EPS files.
- We cannot accept any files created in Adobe Pagemaker, Microsoft Publisher, Microsoft Word, or any non-graphic program.
- If you are unable to supply complete digital artwork to our specifications, the ABC Studio can produce one at a subsidised charge.

If any of the above is unclear, please contact the ABC Studio on (01273) 542257 at your earliest convenience.

ABC studio artwork service

1/8 page	1/4 page	1/2 page	Full page
£24 + VAT	£36 + VAT	£48 + VAT	£96 + VAT

Rates include three options (A, B, or C) and can be amended each issue.

You need to supply:

- An accurate Word document of required text, together with clear instructions if you have a specific layout in mind.
- A TIF, JPG or PDF of any image, photo or logo roughly to size and at least 300 dpi at 100%.
- If line-art, logos or maps are to be scanned, you will need to supply clear copy printouts (not a photocopy) with CMYK colour breakdown. All photographic images should contain a good degree of contrast.
- Faxed artwork or text is not accepted.
- A CMYK breakdown must be supplied for all colour critical artwork.

Subsidised charge for advertisements appearing in ABC Magazine only. Any advertisements generated by us, remain the property of ABC Magazine and may not be used in other publications without prior written permission.

Please send all artwork to either sussex@abcmag.co.uk or surrey@abcmag.co.uk

TO ADVERTISE in ABC Magazine call (01273) 542257 • www.abcmag.co.uk