



16 - 18 APRIL 2012
EARLS COURT, LONDON

MECHANICAL DATA SPECIFICATIONS

Please send your files to Annette Leigh – a.leigh@publishingevents.com

DEADLINE FOR ADVERTISING COPY

For any production queries, please call +44 (0) 20 7841 5961

1 March 2012

ADVERT DIMENSIONS

FULL PAGE – 168mm wide x 240mm deep (vertical) plus 3mm bleed where applicable

PLEASE NOTE: We do not specify type area but recommend that you avoid placing text or important graphics within 12mm of the page edge. If you are bleeding the advertisement, please add 3mm all round and add crop marks only (no registration or bleed marks).

HALF PAGE – 146mm wide x 105mm deep (horizontal) No bleed

QUARTER PAGE – 68mm wide x 105mm deep (vertical) No bleed

Please contact the production department for any unusual size requests. Details above.

DISPLAY ADVERTISEMENTS

PRESS-READY ARTWORK

Artwork should be supplied as a press-optimised / high-resolution PDF file. All images should be CMYK at 300dpi and all fonts should be embedded and subset below 100%. We recommend converting large / headline text to curves / outlines. If your artwork contains transparencies, these should be flattened before creating the PDF to avoid unpredictable results. To ensure you create your pdf correctly, please visit the PPA (Periodical Publisher's Association) website, pass4press digital standards, where guides and plug-ins are available as free downloads for most operating platforms – www.pass4press.com

IMPORTANT: Spot colours: Please be very sure to check that all spot colours used in your artwork – including those contained within eps files, such as company logos – have been correctly converted to CMYK process colours BEFORE creating your PDF. This will include Pantone CMYK spot colours and any unusual inks that may have been used. If this is not done correctly, the colours on the final printed page may not appear as expected. It is important to note that there is a difference between CMYK and process colours when designing for print. If you are in any doubt, please contact our production team who will be happy to help.

Whilst we of course endeavour to check all artwork before going to print, we cannot guarantee predictable results from incorrectly processed PDF files.

If you have any questions about PDF creation or for any reason need to supply your artwork in a different format, please contact our production department before sending.

IF YOUR DESIGN PACKAGES OFFER THE OPTION, PLEASE SUPPLY PDF/X-1a COMPLIANT FILES

SENDING YOUR FILE TO US

Creative / artwork can be sent via email (or by post on a CD-Rom to the address given below). Where time permits, we prefer to receive a full colour proof by post along with your artwork.

IF YOU REQUIRE ASSISTANCE CREATING YOUR ADVERTISEMENT

Publishing Events Ltd can offer assistance with typesetting and basic layout. Our standard production fee is £60 per hour. Please contact the production department if you would like to discuss our services and they will be happy to help.

The official directories are printed on 90gsm silk art paper with covers on 250gsm gloss art paper, in CMYK throughout.

The London Book Fair official directory is published on behalf of Reed Exhibitions Ltd by Publishing Events Ltd.

Postal Address: Production Department, Publishing Events Ltd, Chapel House, 18 Hatton Place, London EC1N 8RU, UK