

# ARTWORK PRODUCTION SPECS FOR PRINT

## DL Shared (Total Size = 210mm x 99mm)

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- A Quarter Page** 46.5mm x 93mm (Landscape)
- B Half Page** 105mm x 93mm (Landscape)
- C Full Page** 204mm x 93mm (Portrait)



## A5 Shared (Total Size = 210mm x 148mm)

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- A Quarter Page** 100mm x 96mm (Portrait)
- B Half Page** 100mm x 142mm (Landscape)
- C Full Page** 204mm x 142mm (Portrait)



## A4 Shared (Total Size = 297mm x 210mm folded to A5)

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- A Quarter Page** 74mm x 105mm (Portrait)
- B Half Page** 105mm x 148mm (Landscape)
- C Full Page** 210mm x 148mm (Portrait)



## SENDING ARTWORK

The preferred method of receiving complete advertisements for publication is by email to [artwork@applecarte-distribution.co.uk](mailto:artwork@applecarte-distribution.co.uk), but artwork may also be supplied on CD, DVD or USB pen drive to:

Applecarte | Forum House, Stirling Road, Chichester, West Sussex, England, PO19 7DN

### PDF's

Artwork supplied in Adobe Acrobat PDF format with the fonts embedded. The PDFs should be saved as high-resolution and we do not restrict the size of attachments received by email.

(The use of PDF creators from vendors other than Adobe, eg Corel Draw PDFWriter, may produce low-resolution PDFs if configured incorrectly.)

We are unable to provide any support for this software and reiterate that Adobe Acrobat PDF is the preferred format for production.

## OTHER FILE TYPES

We also accept high resolution (300 DPI) TIFF, JPG and EPS formats by email or via our drop box system. Where applicable the fonts must be embedded and bleed applied, with previews enabled on TIFFs using ASCII encoding, rather than binary.

## COLOUR

For colour advertisements, the graphic(s) should be supplied in CMYK format.

## MICROSOFT PUBLISHER AND MICROSOFT WORD FILES

Microsoft Publisher and Microsoft Word files are unsuitable for production and therefore are usually declined. In exceptional circumstances we may reset the artwork supplied in an incompatible format, but this is at our discretion.

Files supplied with your fonts are not acceptable and should be provided as PDFs with the fonts embedded.

# GUIDELINE - DL 99 x 210mm

**1/4 PAGE**  
93mm x 46.5mm

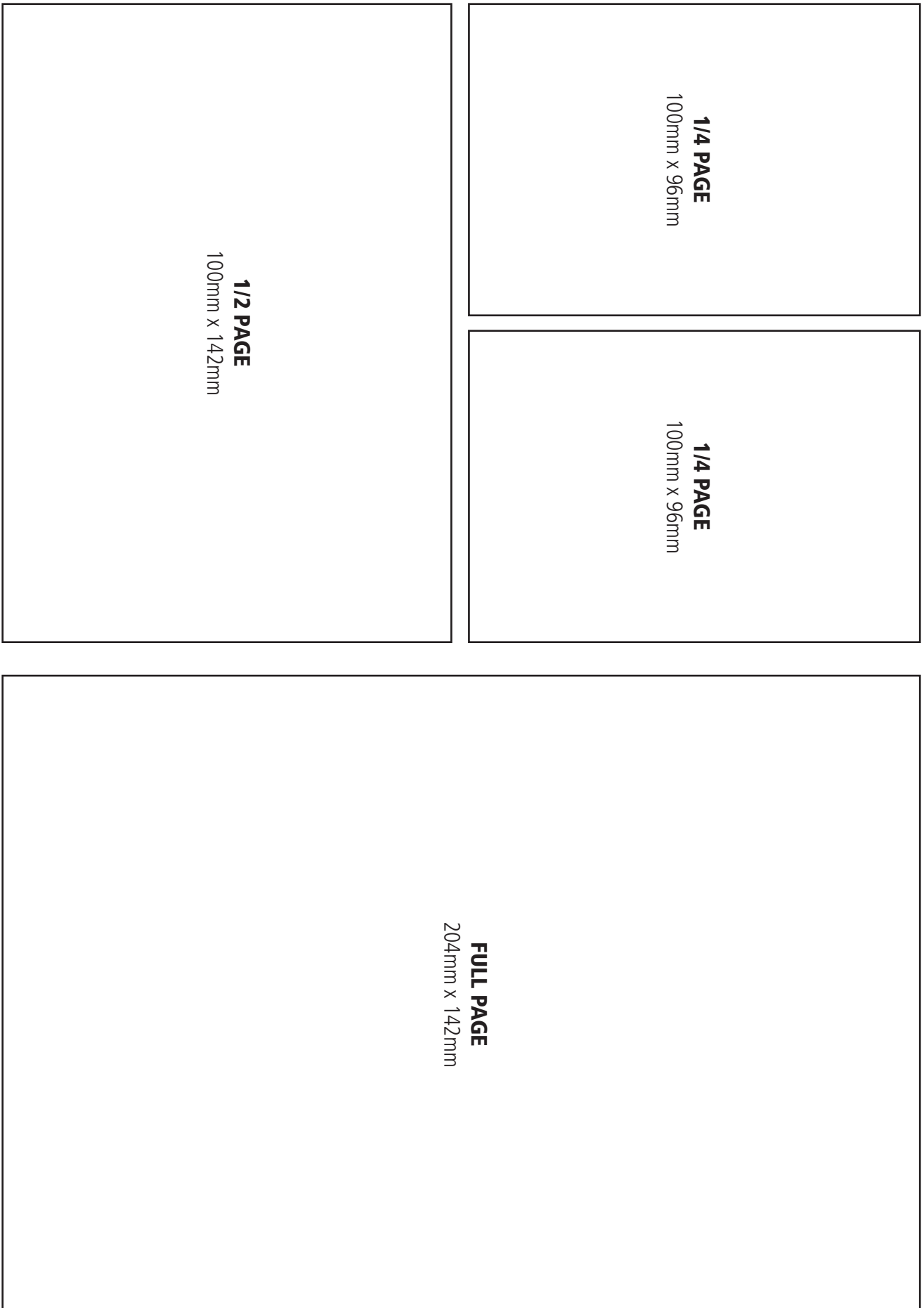
**1/4 PAGE**  
93mm x 46.5mm

**1/2 PAGE**  
93mm x 105mm

**FULL PAGE**  
93mm x 204mm

Not to Scale

# GUIDELINE - A5/A4 210x148mm / 297 x 210mm



Not to Scale