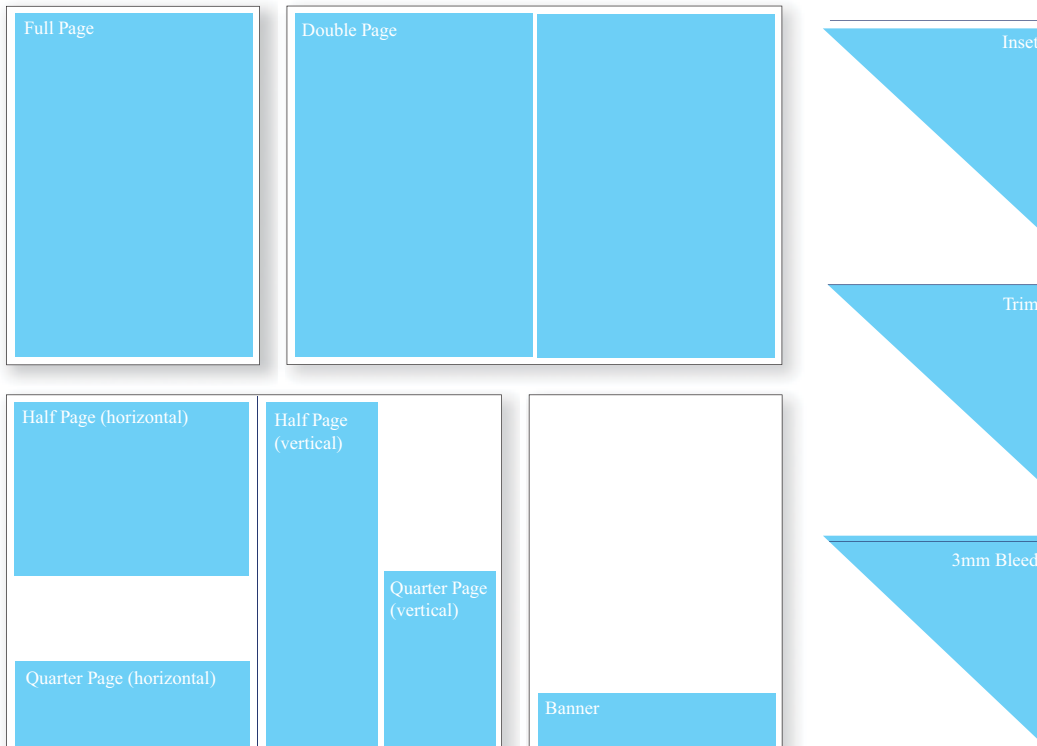


Ad size	Orientation	Trim (mm)	Full Bleed (mm)	Inset (mm)
Double Page	Horizontal	420 x 297	426 x 303	384 x 264
Full Page	Vertical	210 x 297	216 x 303	174 x 264
Half Page	Horizontal Vertical	210 x 145 105 x 297	216 x 151 108 x 303	174 x 130 85 x 264
Quarter Page	Vertical Horizontal	n/a n/a	n/a n/a	85 x 130 174 x 65
Banner ^{1/8}	Horizontal	n/a	n/a	174 x 35



ARTWORK SPECIFICATIONS / GUIDELINES

ACCEPTABLE WAYS OF SUPPLYING YOUR ARTWORK

We only accept digital artwork for all advertising. Please supply in one of the following ways:

- CD or DVD - post discs to the address below in a well packed envelope. Discs will be returned by request.
- USB Flash Drive - post flash drives to the address below. Drives will be returned by post.
- Email - Artwork under 15MB in size can be emailed to: scording@elabor8.co.uk
- FTP - If artwork is too large to email it can be uploaded to our server via FTP (File Transfer Protocol) or we can retrieve artwork from your server should you wish. If you wish to use our server for your artwork please contact Sally Cording on: +44 (0)1296 682051 or email: scording@elabor8.co.uk

ADVERT DESIGN - We can assist you with your artwork - design or amendment - prices on request.

The Following fees are based on one ad placement. For multiple placement discount, please contact the sales team at Elaborate Communications.

Advertising Rates - Full Colour Only	
Double Page	GBP 4,800
Back Cover	GBP 3,200
Inside Front/Inside back cover	GBP 3,000
Full Page	GBP 2,800
Half Page	GBP 1,500
Quarter Page	GBP 800
Banner (1/8th page)	GBP 400

Pricing/invoicing available in USD and EUROS

Special options available
Inserts, belly bands, CD tip-ins, gatefolds – prices on request

DIGITAL ARTWORK FORMATS

- Images
Artwork may be supplied in a flat image format such as TIFF (.tif), Bitmap (.bmp), Photoshop EPS (.eps) or Jpeg (.jpg). When supplying images they must be at least 300dpi in resolution and be CMYK or Greyscale in colour mode. If sending Jpegs make sure they are saved with the least compression possible.

- Quark Xpress or Adobe InDesign
If supplying adverts in Xpress format please make sure they are back saved in a version 4 compatible file. All fonts and high resolution (300dpi) CMYK images used in the artwork must be sent with the Xpress or InDesign file. Please make sure files are Pre Flight checked for press printing before supplying. If sending Xpress or InDesign files a physical laser printed or inkjet printed proof must be sent with the artwork.

- Illustrator or Freehand EPS
Illustrator or Freehand files may be supplied in an editable EPS format with all fonts set to outline and all colours used must be CMYK.

- PDF
When supplying artwork as a PDF please make sure the Distiller settings are set at high resolution PDFX1a (ideal) or Press Quality. If your artwork has bleed please include trim marks within the PDF.

- Non Acceptable Formats
Word Documents, Excel Files, Corel Draw native files, Paintshop Pro native files, Microsoft Publisher and Adobe Pagemaker. We don't accept artwork as film separations.

DISCLAIMER
Supplied files must meet the size and format specifications within this document. Additional work to unacceptable files will be charged at GBP 40 per hour (GBP 40 min charge). Customers will be informed before any such work is carried out. The accuracy of supplied artwork remains the customers responsibility. We will not accept liability for content accuracy if printed proofs have not been supplied. Equally, we will not accept responsibility for errors in final print due to supplied digital data that does not correspond with our specifications.