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Dimensions (all sizes are depth x width)

Size of Space	Type Area*	Trim Size	Bleed Size
A3 Full page	380 x 265	420 x 297	426 x 303
A3 half page (landscape)	186 x 265		
A3 half page (vertical)	380 x 130		
A3 quarter page (portrait)	186 x 130		
A3 quarter page (horizontal strip)	89 x 265		
A4 page	254 x 178		
A4 half page (landscape)	124 x 178		
A4 half page (vertical)	254 x 86		
A4 quarter page (portrait)	124 x 86		
A4 quarter page (horizontal strip)	60 x 178		
Earprices	40 x 40		

* For maximum type area on bleed adverts, please leave at least 5mm from trim edges

Materials Required

All electronic data must be accompanied by a hard copy proof or low resolution

PDF (clearly identified as such), generated from the files to be used. These are necessary for comparison, otherwise responsibility cannot be accepted if output does not match expectation.

Discs: ■ Zip Disc's (100mb & 250mb) ■ CD (650 mb)

E-mail: ■ Can you make the files self extracting
■ Files over 50mb can NOT be accepted via e-mail
■ E-mail address: production@wateractive.co.uk
■ Ensure that when preparing files for transmission, in the "Subject" section, please insert: Ad copy for [WATER ACTIVE] – [ISSUE DATE] – [ADVERTISER]

I.S.D.N.: ■ Number: +44 (0)1938 552235
■ All folders labelled as: [ADVERTISER] – [WATER ACTIVE] – [ISSUE DATE]

Web: ■ We would advise against requests to download material direct from a web-site. Quality is often poor and does not reproduce well in printed format.

Film: ■ Please note that we no longer accept film.

Digital File Formats:

Acceptable Software packages:

- Quark Xpress
 - Adobe Illustrator
 - Micromedia Freehand
 - Adobe Pagemaker
 - Adobe Photoshop
 - Corel Draw
- (Quark Xpress, please "collect for output")

Microsoft Applications: Whilst we do not exclude PC files like Excel, Word etc, material generated from word processing programmes are generally not suitable for use in the printing process. These files have to be converted into Postscript® which may in the process produce unexpected results. We therefore expect files to have been created in a recognised professional design programmes specifically for the graphics industry.

JPEG: We do not recommend the use of JPEG files. However, whilst we do not exclude these files, they can be used but at the clients own risk. On occasions the quality may not appear as expected and therefore cannot be guaranteed and could be reproduced at a low resolution. When saving files as JPEG's, please can you ensure that pictures within the document are at 300dpi. Application files must be supplied with supporting files, fonts, images etc. IT IS THE RESPONSIBILITY OF THE SENDER TO MAKE SURE ALL ELEMENTS ARE ENCLOSED. Failure to do so will delay processing. DO NOT compress or JPEG any images, all colour use must be CMYK not RGB. All images must be of the correct size and resolution. If there are spot colours used for extra separations, it is essential that the same naming convention is applied to all elements relating to that separation.

Quark XPress: The use of italicising and emboldening of type from the toolbar must not be used. Only use the bold or italic of the family of typefaces used. Failure to do so may cause reflows or typefaces not appearing as expected.

Application generated postscript or EPS files: Fonts must be embedded or outlined. DO NOT USE compressed or jpeg any images within the file, all colour use must be in CMYK. All images must be of the correct size and resolution.

PDFs: Please use the PASS4PRESS specification which can be downloaded from the PPA website at www.pass4press.com

Trims, Bleeds: All materials submitted must contain trim and registration marks. Adequate allowances for bleeds must be made for any printed matter that extends to the edge of the page or print area.

Fonts: Whilst our suppliers have extensive Adobe® and Bitstream® typeface libraries, please contact the production team if any uncommon or unusual typefaces are used. To avoid any problems or delays please include all fonts, both printer and screen, with the files where necessary. It is the client's responsibility to ensure that the font licensing agreements are complied with.

Graphics: Continuous tones should be CMYK format for colour, greyscale for black and white images and supplied in a single file format at 300dpi resolution, bitmap images at a resolution of 1200.