

# British Baker

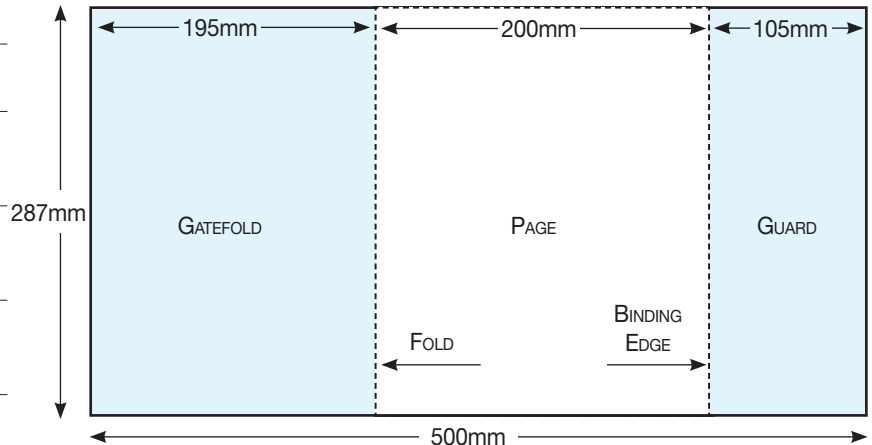
## GATEFOLD

### MECHANICAL DATA

All measurements are in mm – height x width

APRIL 2008

Overall Size	Bleed	293 x 506
	Trim	287 x 500
Gatefold	Bleed	293 x 201
	Trim	287 x 195
	Type area	261 x 170
Page	Bleed	293 x 206
	Trim	287 x 200
	Type area	261 x 175
Guard	Bleed	293 x 109
	Trim	287 x 105
	Type area	261 x 85



3mm Bleed should be added to all 4 edges shown above.

Both sides of the Gatefold, Page and Guard are available for printing, if booked.

### FILE PREPARATION AND DELIVERY

All files submitted and correspondence must be identified by our artwork reference number and the issue date of the publication. Call the contact number below for an artwork reference number.

#### PDF FILES

PDF is our preferred format, supplied as PDFv1.3, composite CMYK. PDF's made to the PPA Pass4Press standard will meet our specifications. See page 2 for details.

#### OTHER FORMATS

We can also accept files in these formats, providing they adhere to the file specifications shown on page 2: Quark Xpress 5, 6, & 7, Indesign CS, CS2 & CS3, Photoshop, Illustrator CS & CS2 & CS3, or as EPSF.

#### FILE PREPARATION NOTES

All files should be supplied in CMYK process only without ICC profiles. The maximum ink density should not exceed 280% (C+M+Y+K)

No spot, rgb, lab or solid pantone colours should be used.

Images must be CMYK and 300dpi at the finished size, preferably supplied in TIFF or EPS format without compression. Avoid logos or images from web sites, as the resolution will be 72dpi.

Fonts should be PostScript type 1. We cannot guarantee that Opentype, or Multiple Master fonts will print correctly.

NO finished artwork can be accepted as a Word, Powerpoint, Excel, Corel Draw, MS Publisher or PageMaker file.

Text for setting should be supplied as a digital text file.

#### FILE DELIVERY

File delivery by FTP upload can be made at:  
<http://www.william-reed.net/uploads/>

If you are sending Complete artwork and not a PDF file your must first place all the relevant artwork into a folder and compress/zip the folder.

When your file has been uploaded please contact your William Reed Ad Production team on the telephone number below.

Files can also be sent by email, mail on CD or DVD, Mac or ISO 9660 format. (Disks will only be returned if accompanied by return packaging).

Copy deadlines, advert specifications and technical support are available at <http://www.william-reed.net>



Please send material for the attention of the Advertising Production Department  
William Reed Business Media, Broadfield Park, Crawley, West Sussex RH11 9RT  
Tel: 01293 610288 (direct line) Fax: 01293 610384 <mailto:bbd.prod@william-reed.co.uk>

# FILE PREPARATION GUIDELINES

## PDF PRE-FLIGHT

v4.0 January 2008 jt

Pre-flighting is the process of analysing digital art files to ensure they conform to a specification.

Senders of files for William Reed Business Media are responsible for ensuring that any files submitted conform to our specifications.

If you pre-flight your adverts in-house prior to sending them, please ensure that your checking application or service adheres to the rules below. We recommend Markzware's Flightcheck or Enfocus Pitstop.

## PDF CREATION AND CHECKING

The following guidelines adhere to the industry standard Pass4Press (PPA) PDF Preflight guidelines

### FAILURES

A file with any of these errors will not reproduce correctly an should not be sent:

- Version 1.2 or lower pdfs
- Separated pdf file
- Missing trim box
- Fonts not subset
- Fonts not embedded
- Inclusion of Multiple Master fonts
- Inclusion of transparency functions
- Inclusion of RGB images
- Inclusion of LAB colour
- Inclusion of images with embedded ICC profiles
- Inclusion of OPI comments
- Inclusion of spot colours
- Encrypted file (ie, security settings applied)
- Inclusion of transfer curves or halftone settings
- Image resolution below 150dpi

- Jbig compression used
- Inclusion of Javascript
- Inclusion of actions
- Inclusion of embedded PostScript fragments

### CAUTIONS

A file giving any of these errors may not print as you expect. Only send if you are prepared to accept unpredictable results.

- Image resolution between 150 and 300 dpi
- Image resolution exceeding 450dpi
- Ink coverage exceeding 280%
- Inclusion of pseudo or stylised fonts
- Resolutions of bitmap images exceeding 2400dpi
- GTS-PDF/X version and conformance keys not set to PDF/X-1a
- DeviceN colour used (must be grey or CMYK)
- Output intent not set

**Please note: We cannot guarantee the correct output of adverts not submitted to these specifications.**

## NON-PDF FILE FORMATS

If you are not able to produce a repro standard PDF, we can still accept files in these formats providing they adhere strictly to the following specifications. Native file formats should always be delivered through Adserve for preflight checking.

**Quark Xpress v5,6,7:** Collected for output including screen and printer fonts, images and logos.

**Illustrator CS, CS2 & CS3:** Text should be converted to outlines, 2400dpi

**InDesign CS, CS2 & CS3:** Collected for output including screen and printer fonts, images and logos.

**Photoshop:** Flatten and save as TIFF unless a clipping path is used, when EPS is the format. Delete alpha channels and all unused paths. No PDFs made directly from Photoshop.

**EPS:** CMYK with all fonts embedded