



## Mechanical Specifications for advertisements

Full Page	Type Area	272h x 189w mm
Full Page	Bleed	303h x 216w mm
Half Page	Horizontal	134h x 189w mm
Half Page	Vertical	272h x 93w mm
Quarter Page		134h x 93w mm
Quarter Page Strip Horizontal		65h x 189w mm
Quarter Page Strip Vertical		189h x 65w mm
Eighth Page		65h x 93w mm

### Columns

1 Column	45w mm
2 Columns	93w mm
3 Columns	142w mm
4 Columns	189w mm

**DELIVERY:** All file names must be identifiable including correct format suffix  
**advert name\_cvdealer\_insert date.pdf**

**FTP:** Please contact support@atgraphicsuk.com for information to supply via ftp

**EMAIL:** sales@cvdealer.co.uk No limit on file size - 8Mb lease line

**DISK:** CD/DVD, etc. Format disks to ISO 9660 standard

**FORMATS SUPPORTED:** any postscript based format including **PDF, PS, EPS & TIFF.**

NB: output devices do not currently support layered pdf files (pdf 1.4 spec) which have transparent effects preserved, this includes 'Save As' pdf in Illustrator v9/v10 & InDesign v2. Important: Be sure to Distill the page-layout file (as pass4press below) to ensure the pdf will process ok.

### FORMATS

**UNSUPPORTED:** - component files:- adverts must be sent consolidated in 1 composite format.

- DCS 1.0 files or pre-separated files must be changed to DCS 2.0 format.

**THE FOLLOWING PROGRAMS ARE ABLE TO MAKE 'PASS4PRESS' PDF**

Quark XPress™, Adobe InDesign™, Adobe Acrobat™, Adobe Pagemaker™, Adobe Illustrator™, Adobe Photoshop™, Macromedia Freehand™, CoreIDRAW™, Microsoft Word™.

**TO CREATE AN APPROVED PASS4PRESS SPECIFICATION PDF FOLLOW THE ONLINE GUIDELINES AT <http://www.pass4press.com/>**



100 Bridge Street, Peterborough, PE1 1DY  
 T: 0870 747 7770 F: 0870 747 7771 E: sales@cvdealer.co.uk