



## **PRODUCTION REQUIREMENTS - 1/2 PAGE ADVERT PIR MAGAZINE**

**1/2 PAGE LANDSCAPE 186MM WIDE X 128MM DEEP 1/2 PAGE PORTRAIT 89MM WIDE X 264MM DEEP**

This is the print area, borders, if applied, are in addition. Please note that bleed is not available.

### **Free design service**

If you require our production department to produce your advert please supply us with the following:

- 3 - 4 colour pictures. Please note that we require original colour prints, not from a catalogue or brochure as we cannot guarantee the quality from these. We can also accept slides and transparencies. Every care is taken of all supplied materials and we will return them on request, but no liability will be accepted for loss or damage. We recommend you keep copies or originals of any materials which you regard as valuable or irreplaceable.
- 200 -250 words of text. Text which emphasises the benefits of using your product. (Simplicity, cost effectiveness, beauty, profit-generating ability, how well it works, what it actually does for the customer. Bullet points are just as effective. Text to include your contact details eg address, telephone/fax, email.
- Your company logo/Award logos etc

### **Supplying completed advert on disk**

Please submit on Macintosh disc. CD-Rom, 250mb or 100mb zip, Syquest (44, 88, 200), 1gb Jaz using QuarkXpress 3.x or 4.x. Include font suitcase with both screen and printer fonts. Save scans as CMYK Tiff at 300 dpi, with LZW data compression. Any 'Bitmap' logos to be at 2400dpi. Illustrator or Freehand files must have ALL text converted to outlines. Please crop all images to fit picture boxes. Do not make images larger (mb) than required. Quark digital files will be copied and pasted into a larger document therefore please do not switch off auto hyphenation in H&J's or amend other default settings that do not copy to another Quark document. Proofs to accompany discs. PIR Magazine is printed on a four colour press, please be aware that some proofing methods (inkjet, laser etc.) do not accurately reflect the finished article. Please produce and provide cromalin proofs to check final output if you feel that it is necessary. We reserve the right to amend digital files if they are unsuitable but we will not guarantee output from digital files provided by clients or their agencies unless a cromalin proof produced by the files is provided.

### **PDF Files**

We can accept PDF files by email or on disk. However we can not alter a PDF once we have received it. Therefore please ensure that any images used within the PDF are at a high enough resolution to reproduce correctly, i.e. they should be no less than 300 dpi. We cannot accept responsibility for fuzzy pictures caused by low resolution.

### **Via Email: [production@pirnet.co.uk](mailto:production@pirnet.co.uk)**

We can accept files via e-mail. **Please label all emails clearly with company name.** Single pictures must be at least 300dpi if supplied as a TIFF file or full resolution JPEG format. Full adverts sent in Photoshop/Illustrator/Freehand/ etc must be CMYK including all embedded or nested files used. Text should be converted to outlines (please attach fonts for Photoshop files). We will examine all files received to ensure they are acceptable.

### **What we DO NOT accept**

- Film - This is no longer used in any of our processes
- Adobe PageMaker, Adobe InDesign files
- Coral Draw
- MS Publisher or other proprietary publishing programme files without contacting us first

**If you have any queries or require any additional information, please do not hesitate to contact the Production Department, on Tel: 01234 348878 or Fax: 01234 352737**

**Please send all materials to:**

**The Publishing Agency Ltd, Clifton House, 4a Goldington Road, Bedford MK40 3NF.**

**Website: [www.pirnet.co.uk](http://www.pirnet.co.uk) Email: [production@pirnet.co.uk](mailto:production@pirnet.co.uk)**